

1965



The
Book of

ERCOL

Furniture
1965



The Easy Chair.
 should read 2' 11".
 bottom left is No.
 10. For descriptions
 and dimensions see
 page 37, bottom
 right is No. 10.
 For dimensions and
 descriptions see
 opposite page 36.



TO HELP YOU USE THIS CATALOGUE

The Ercol catalogue is divided into two main sections: Windsor Contemporary furniture and Old Colonial furniture. The Contemporary section illustrates and describes designs for the dining room, living room and bedroom, also restaurant and kitchen furniture. The Old Colonial section features dining and living room furniture.

Because any item in either of the Ercol ranges groups together perfectly with any other piece or pieces, the pictures and colour pictures do not show 'suites' in the conventional way. Thus, the selection of items for room settings is your own personal choice. You will find for example that the sideboard you prefer will marry with any table, and that you have a choice of no less than six contemporary styles of dining chairs, any of which will be equally happy in the group.

The same method of choice applies throughout the catalogue. No longer need you be bound by the formality of the 'three piece suite'—unless you prefer it. Ercol designs open the way to the selection of informal sitting groups of easy chairs of differing types that exactly fit your personal requirements. You'll have fun making your selection and the result will inevitably be delightful to the eye, individual to you and unbelievably convenient.

Whilst the photographs in this catalogue are a good guide to relative size, it is advisable to check the exact dimensions of every piece in the descriptions when making room arrangements.

AN INVITATION

You are cordially invited to visit our showrooms at High Wycombe where the complete range of ERCOL furniture is always on show. Ask your stockist to give you a card of introduction.



ALL THE PHOTOGRAPHS IN THIS CATALOGUE WERE TAKEN IN THE ERCOL STUDIO



Index

WINDSOR FURNITURE

Polished Natural Colour, wax finished

Beds	21, 26
Care of Ercol Furniture	48, 49
Chairs: Dining	10, 11
Easy	12, 14, 16, 18, 20
Fireside & Occasional	14, 16, 22, 23
Kitchen & Restaurant	28, 29
Rocking	14, 22, 23
Stacking	28
Cheval unit	25
Chest of Drawers	27
Dressing Tables	25, 27
Chests	27
Plate Racks	4, 6
Room Divider	10
Settees	10, 12, 14, 15, 18, 21
Serving Cabinet	4
Sideboards	4, 6
Stools	12, 16
Studio Couch	21
Tables: Breakfast & Restaurant	28, 29
Dining	6, 8, 10
Hall	8, 20
Nesting	18, 20
Occasional & Coffee	14, 18, 20, 21, 22, 23
Side or Extension	8, 20
Tray	22
Writing	20
Trolleys: Book	12
Tea	10
Wardrobes	24

OLD COLONIAL FURNITURE

Polished Old Colonial Antique Colour, wax finished

Bookcase	44
Care of Ercol Furniture	48, 49
Chairs: Dining	32, 34, 36, 37, 38, 39
Easy	41, 43, 45, 47, 49
Fireside & Occasional	43, 45, 49
Rocking	43, 45, 49
Corner Cabinet	46
Plate Racks	33
Settees	41, 43, 45, 46
Sideboards & Buffets	33, 35
Stools	41, 43
Studio Couch	46
Tables: Dining	36, 37, 38, 39
Nesting	40, 47
Occasional & Coffee	40, 42, 43, 47, 48
Side or Extension	39
Writing	45
Trolleys: Book	44
Tea	34

ERCOL FURNITURE LTD

HIGH WYCOMBE, BUCKS, ENGLAND

Sales Division of

FURNITURE INDUSTRIES LTD AND
WALTER SKULL & SON (1932) LTD

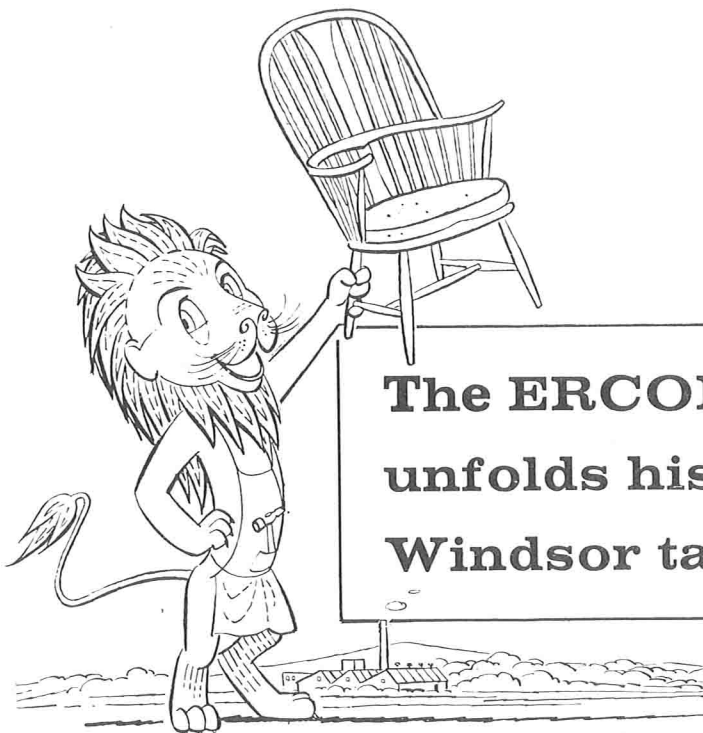
Telephones: High Wycombe 21261-21272
(12 lines)

Directors:

LUCIAN R. ERCOLANI, O.B.E., F.R.S.A. Chairman
LUCIAN B. ERCOLANI, D.S.O., D.F.C. } Joint
D. BARRY ERCOLANI } Managing
VICTOR A. ERCOLANI
GEORGE W. RAY, Secretary
K. M. SCOTT, F.C.A.

This double bow fireside or window chair is one of the loveliest designs in my Windsor range,' says the ERCOLion.





“My Windsor tale,” began the ERCOLion, “is a piece of history in the making. It is quite a long story because it begins over 300 years ago and it is still evolving and developing. But if choosing furniture is important to you I think you will find it interesting and rewarding to read.

The heart of the story is the British tradition of honesty and thoroughness. The theme is good solid English wood—fine straight-grain beech (much of it from my own woodlands around Wycombe) and rugged, warm-hearted English elm, with its beautiful colour and markings.

The first Windsor chair man

Who designed and made the first Windsor chair? It is certainly a native English style, uninfluenced by any other trends. In fact it is the only piece of furniture that has ever been given birth to by any one country. The first known examples appeared in the 17th century. Perhaps they were a development from the humble three-legged milking stool. But it is unlikely that anyone ever sat down and “designed” these chairs on paper. In those days woodworking tools were rare and only used by craftsmen who made for the favoured few. But there were pole lathes in the villages and on farms. And it is most probable that an inventive farmer, with such rudimentary implements, constructed for his own home the original Windsor chair, with its characteristic bow back, rails and legs fixed into the seat.

This simple piece of furniture, with its unassuming elegance and practical comfort, was the inspiration for the beginning of my present Windsor range. The pervading

influence is easily seen in most of my designs, but the changes that have taken place are almost magical.

A village craft develops

Over the years Windsor chair making became a village industry. Chair ‘Bodgers’, as they were known, worked in the woods around Wycombe up until early this century. They felled the trees, made chairs on the spot, one chair at a time. But the quality and uniformity of this output were entirely dependent on the individual’s skill.

The ERCOLion sets himself some problems

Because of the problems inherent in the design and the difficulties of working in English wood, it was thought that the Windsor chair, despite its obvious usefulness, could never satisfactorily be improved or mechanised. So it became a kind of Cinderella, relegated largely to the kitchen. But the possibilities latent in this lovely design, the ‘feel’, warmth and friendliness of natural solid wood fascinated me. The idea of creating a ‘Windsor range’ of contemporary furniture began to excite me. But how could I make elm for the seats sufficiently ‘stable’ to meet today’s standards of accuracy and precision? How could it be prevented from warping or ‘moving’ with changes in weather or environment? And supposing these problems could be solved, how could the bend of the bow be made precise or machines take over where the ‘Bodgers’ left off, and make chairs lovely enough to become treasured possessions in anyone’s home?

A unique seasoning process

The first step was to devise a way to control the moisture content of every single inch of timber. From this need developed the Ercol seasoning and conditioning process, and to this day there is nothing like it anywhere else in the world. Briefly, it is a two-way process which first harnesses the natural advantages of open-air seasoning and maturing, standing the timber out at least one year for every inch of its thickness, and then, in a scientifically controlled kilning cycle, carefully balances the precise amount of moisture required for lasting stability throughout every single cubic inch of the wood.

Today, mile-after-mile of seasoned beech and elm pass through my kilns daily and emerge accurately conditioned with an unheard of stability that prevents any possibility of movement, warping, twisting or splitting over the years. Without this complex and costly pre-manufacturing skill ERCOL Windsor furniture could never have been made. I could never have produced so many variations on the Windsor chair or had the freedom to realise my dream and broaden the Windsor theme into a complete range for every room in the house.

New skills, new machines

The next step was to build furniture to engineering standards of accuracy and to ensure a craftsman’s perfection of finish at prices most people could afford. This meant developing new kinds of manufacturing techniques. New machines capable of translating and speeding the

craftsman’s skills were needed. Such machines could not be bought ready made and, once again, ERCOL had to invent them.

The soft curving and skilful shaping so characteristic of ERCOL; the sculpturing of edges and handles in the solid wood; the unbelievably precise fit of joints and the smooth action of the drawers and doors; the satisfying “space shapes” and graceful outlines: all these could only be achieved in the medium of truly stable solid wood using new machine techniques.

A new kind of factory

“Come with me in imagination”, invited the ERCOLion, “into my main factory at High Wycombe as it stands today. Nearly half a mile long, it consumes many miles of timber every day. The Windsor chair section alone can produce a chair every ten seconds, and what lovely chairs they are.

Notice the absence of sawdust and shavings. Notice the sense of order and the smooth flow of parts along the well thought out assembly lines as chairs, tables and sideboards take shape. Everywhere you see machines for sawing, planing, cutting, boring, shaping, bending and smoothing—all speeding the job. But there is nothing soulless or mechanical about the production. Everywhere the individual touch is still very much in evidence. A new generation of craftsmen has grown up with respect for modern methods and modern tools. Their love and mastery of the machines and materials they use, their personal interest in even the simplest job is no less than the hand craftsmen’s of former years.

Planning in solid wood for better furniture

Right from the start, before a single cut is made, the very tree trunks themselves are marked out by experts into lengths best suited for the various purposes. The smallest pieces will become dowels. Other straight-grain lengths of beech are chosen for chair legs, bends and so on. Specially selected sections of elm are earmarked for table tops, sideboards, wardrobes, where beautiful grain must show to best advantage. Nothing is wasted. Even the sawdust and shavings which you did not see are extracted by air-suction and fed automatically into the furnace to help provide power. Thoroughness like this makes possible the economical cost of the finished articles.

Of course, working in solid wood brings its special problems. No faults, either in the material or workmanship, can be concealed. The result is an honesty of construction and joinery so perfect that only by taking a sideboard at random from the production line and sawing it in half can you see the hidden standards of excellence achieved in every single joint. Such accuracy makes for unbelievable strength. Every ERCOL joint is as permanently solid as the wood it is made from.

The end of the line is the beginning

Towards the end of the assembly lines you would be surprised at the tremendous care taken in the finishing stages. Handwork and meticulous inspection come into their own. Since everything is made of solid wood, every single surface can be smoothed and wax finished to a delightful patina—and it is. This goes for insides, drawer bottoms, and even backs. The warm, true feel of solid wood rewards your fingers wherever you touch. It will continue to give pleasure through the years even to your children’s children.”

The ERCOLion is a practical fellow

"Beauty for beauty's sake is all very well" continued the ERCOLion "but I haven't forgotten the lady of the house and her daily practical problems. I have seen to it that not only is ERCOL furniture child's play to keep looking at its best—occasional light waxing is all it needs—but everything is planned and thought out to ease and simplify housework. (see page 48)

The cabinet pieces yes, even the big wardrobe when fully loaded, are mobile at finger touch. The chairs and settees, although girder strong, can be picked up and moved easily. Room cleaning becomes far easier and rearrangement of furnishing schemes something you can try out at any time without trouble. Nothing is missed that can help the housewife's job. All cushion covers zip off or clip off for easy dry cleaning.

There is often a duality of purpose about my designs that makes them specially useful in today's smaller rooms. For example, the sideboards, because they are mobile, and because backs are finished as perfectly as fronts, can serve to dispense drinks, or move to table side for carving. Alternatively they can be used as room dividers or stand at right angles to a wall for informal room arrangements."

The Geometry of Comfort

"So much for the first and more solid part of my Windsor tale", said the ERCOLion pausing for breath. "Now let me tell you what I have done about comfort.

Naturally it goes without saying that ERCOL dining chairs, easy chairs and settees are no less accurately and lovingly made than the cabinet pieces. Every smallest detail has a jewel-like accuracy and surfaces are invitingly wax finished to your touch. But the vital thing to know about comfort is, that an easy chair or settee is ONLY AS COMFORTABLE AS ITS FRAME ALLOWS. No amount of padding or upholstery can put proper ease into a chair unless the frame has been designed with a complete understanding of the basic truths of anatomy and proportion.



*'I have nothing to hide,'
declares the ERCOLion.*

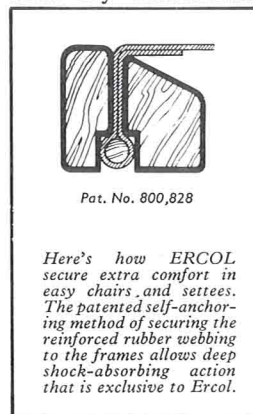


I call this secret The Geometry of Comfort: the precise relationship between the seat length and the height and rake of back, combined with the position of welcoming arms. To experience this, remove the cushions from, for example, my Bergere chair, now sit down. It will still fit and support you perfectly.

The ERCOLion's revolutionary 'suspenders'

But proportion is only part of the comfort story. The exceptional seat luxury of ERCOL easy chairs springs (if you will forgive the pun) from my patented suspension, which supports the deep, soft foam-filled cushions, without using any springs at all. And, more important still, my self anchoring technique for the reinforced rubber webbing allows for greater usable length on each web and more shock absorbing action than any conventional attachments or springing. (If you're technically minded, the diagram will explain how.)

The basic comfort principles of proper proportion together with this ERCOL suspension technique inspire the whole range of my easy chairs and settees. Whether you prefer to sit upright, lounge back, or lie as on a chaise longue with your feet up, there is an ERCOL design to please you and ease you mightily."



Colour is a joy of living

"It has always been my belief" continued the ERCOLion "that colour is a joy of living. Colour can do a lot to make you happy. It gives your rooms their inviting charm. So you will find that I have chosen a range of vivaciously coloured covers of almost Byzantine splendour for my cushions in a wide variety of attractive modern weaves. There are three price grades of covers according to

quality. And, as I remarked before, all covers zip off or clip off for easy dry cleaning so that your colour scheme can stay as gay and fresh as the day you chose it, or you can have a spare set of covers at modest cost to change your colour scheme at will.

The ERCOLion looks into your future

I do hope I have been able to convey to you something of the tremendous care we take in designing and making all ERCOL furniture. Also, I hope you have shared some of the enthusiasm and excitement we feel for the job we do. For us furniture is a living thing to be constantly tended, thought about and cared for.

Of course, furniture of ERCOL quality, although priced within the reach of most people, is not 'cheap'. But I sincerely believe your money could not be spent more wisely. Not only because ERCOL furniture is honestly made of honest materials but because its simplicity and timeless character means it will never 'date'. This fact also gives it another advantage. You can add extra pieces to your collection at any time and all will live happily together and happily ever after. Which brings me," concluded the ERCOLion, "in the time honoured fashion, to the end of my Windsor tale".

P.S. Personally, I am never very happy just reading about furniture, or even seeing pictures. I like to admire the real thing, walk round it, look at it from all angles, feel its upholstery, run my hand over its wooden surfaces. That's the best way by far. Perhaps you've already done this at a friend's house that has ERCOL furniture. If not, try it at your nearest stockist. Or, if it is not too far, you will always be welcome at our High Wycombe showrooms where we have the complete range on show. Ask your stockist to give you a card of introduction.



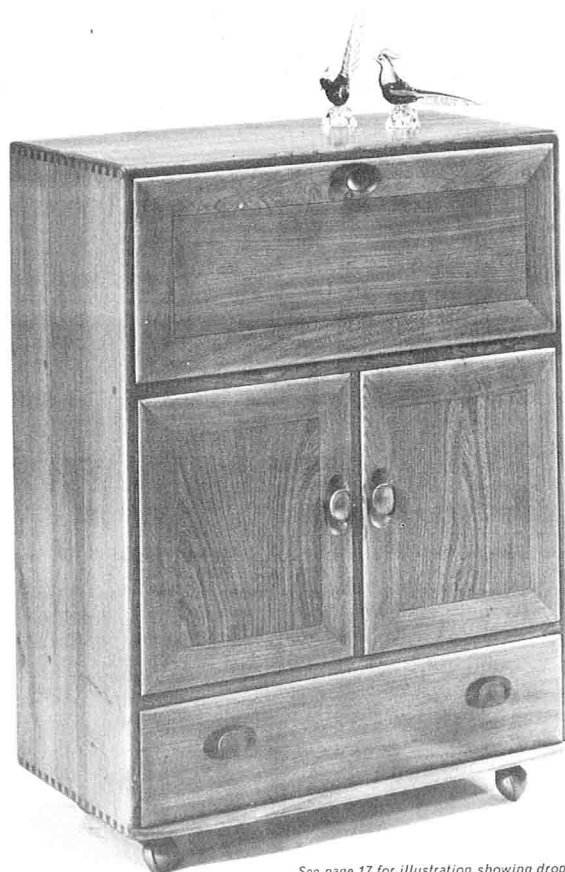
Right

455 Sideboard.
Length 5' 1½". Depth 1' 7". Height 2' 3".
Solid elm. Polished heat resistant natural colour,
wax finished.
Reg. Design No. 905,091

The feature that makes this very roomy sideboard so attractive is the gently curved surface of the doors and drawers. This treatment emphasises the natural graining of this lovely wood and is a particularly good example of designing to characteristics of materials. Notice also the oval shaped handles nestling in recesses sculptured from the solid wood. The mitred doors have secret tenons interlocked by treble cross pinning. Right hand and left hand cupboard each with adjustable shelf. The top drawer of the centre nest of three has a sliding cutlery tray with adjustable divisions. Mounted on semi-concealed castors, so that it can be moved at finger touch. The back, like the interior, is as beautifully finished as the front.



'My mobile sideboards
are superb for
serving or storing'
says the ERCOLion.



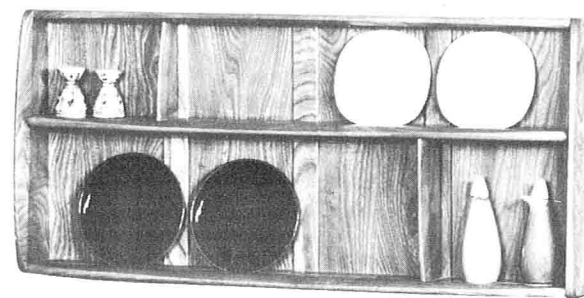
See page 17 for illustration showing drop-down flap open

469 Serving Cabinet.
Height 3' 7". Width 2' 8½". Depth overall 1' 7". Solid elm. Polished heat resistant
natural colour, wax finished.
Reg. Design No. 905,094

Here is a different idea in sideboards. A piece of furniture that can be used in the lounge-living room, as well as the dining room. As a cocktail cabinet or for the normal purposes of a sideboard. It contains enough storage space for breakfast, dinner and tea services for six and all cutlery. The drop-down flap is intended for carving, and because it is mounted on semi-concealed castors it glides smoothly and quietly up to table for use as a server. The double door lower cupboard has an adjustable shelf and beneath is a long deep drawer. Because of its easy mobility and because all sides are finished alike it is equally useful as a room divider. Notice the beautifully modelled door and drawer fronts which show off the solid elm and recessed handles to perfection.

468 Sideboard
Length 4' 3". Depth 1' 7". Height 2' 6"
386 Panelled Hanging Back
Overall width 3' 6". Height 1' 7"
Solid elm. Polished heat resistant
natural colour, wax finished.
Regd. Design No. 905,093

A handsome sideboard generous in storage space. It has two long deep drawers, two-door large cupboard above complete with adjustable shelf and a large vertical cupboard fitted with lift-out cutlery tray with movable partitions. The doors and drawers are modelled in solid wood with oval shaped handles fitted in specially sculptured recesses. The mitred doors have secret tenons interlocked at each corner by treble cross pinning. Because its back is as handsomely finished as its front it also serves beautifully as a room divider. Wonderfully versatile since you can so easily glide it on the semi-concealed ball castors to the table side for carving, serving coffee or liqueurs or to dispense drinks. The matching hanging plate rack (with keyhole slots for easy flush wall fitting) makes an attractive setting for cherished china and glass. Can be used over any Ercol sideboard or separately on a wall.

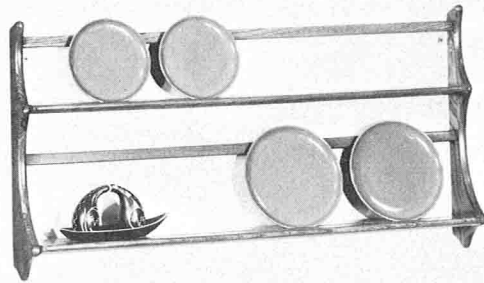




*'At your service for
delightful settings for
sitting down to eat,'
says the ERCOLion*



268 Plate Rack.
 Overall width 3' 2". Height 1' 7 $\frac{5}{8}$ "
 467 Sideboard. Length 3' 9". Depth 1' 7".
 Height 2' 8"
 Both solid elm and beech. Polished heat resistant
 natural colour, wax finished.



This solid elm sideboard is raised on a contrasting
 beech underpart. It has a long deep drawer, two-
 door large cupboard above and a large vertical
 cupboard complete with adjustable shelf and a
 lift-out cutlery tray with movable partitions.
 Notice the modelled and gently curved front with
 its oval handles sculptured in recesses in the solid
 wood. With its fully polished back it can be used
 as a room divider. In matching harmony the hang-
 ing plate rack in solid elm with metal plates for
 easy wall fixing.



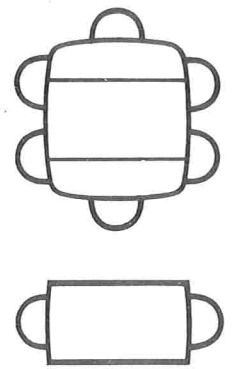
Reg. Design No. 905092

Below

492 Drop leaf dining table.
 Open 4' 1" x 3' 8 $\frac{1}{2}$ ". Closed 3' 8 $\frac{1}{2}$ " x 2'.
 Height 2' 4".

Solid elm and beech. Polished heat resistant,
 natural colour, wax finished.

A new shape specially designed to accommodate
 six people comfortably. The edges of the solid
 wood are softly rounded to the touch and carefully
 sculptured giving a maximum surface area for its
 overall dimension (see diagram).



Left

384 Round Shaped Dining Table.
 Size open 4' 1" x 3' 8 $\frac{1}{2}$ ".
 Size closed 2' 0" x 3' 8 $\frac{1}{2}$ ". Height 2' 4"
 Solid elm and beech. Polished heat resistant
 natural colour, wax finished.

Make friends and influence people at meal-
 times by seating them round this sociable
 table. Plenty of room for six, but the two flaps
 fold down for smaller meals or to take up less
 space (see inset). Strong sliding metal rods
 make the hinged flaps firm when in use open.



'Solid wood theme
 and variations for pleasant
 mealtimes'
 says the ERCOLion





Left

265 End Table.
Width 2' 3". Depth 1' 6". Height 2' 4"

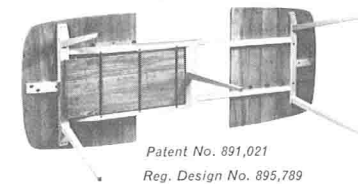
Right

382 Dining Table.
Length 5' 0". Width 2' 6". Height 2' 4"
Both solid elm and beech. Polished heat resistant natural colour, wax finished.
Can be used with Nos. 382 or 383 to increase seating accommodation.

This table though primarily designed to seat six people can accommodate eight. The top is solid elm with the legs in contrasting beech. In case unexpected guests turn up, better include the matching end table which makes a useful extension and can also be used as a separate side table or writing table, or as an extension to No. 383 Dining Table.



For restaurant and kitchen tables and chairs, please turn to pages 28 and 29



'My tables extend a warm welcome,'

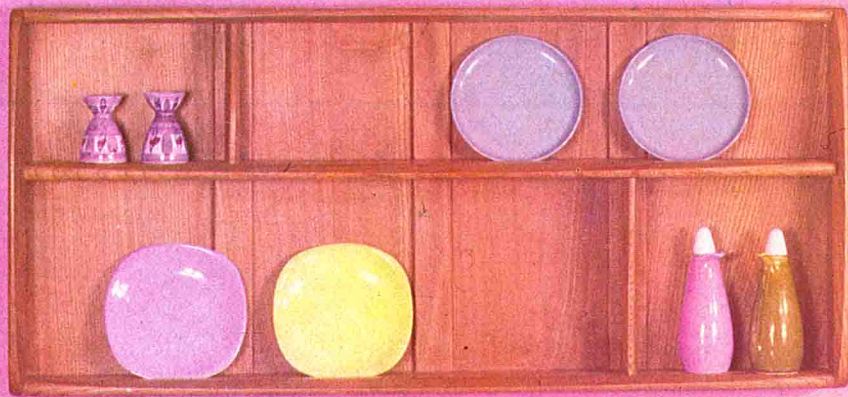
says the ERCOLion

Left

444 Slide Leg Expanding Table.
Size open 7' 4" x 2' 9". Size closed 5' 0" x 2' 9"
Solid elm and beech. Polished heat resistant natural colour, wax finished.

One of the Ercolion's most ingenious designs. Comfortable seating for ten people. The top is in two sections, extending by the telescopic action of the under rails of each section. The centre supporting leg slides back towards one end of the table (well away from the sitter's feet) when the table is in its closed position. Extended or closed it has a bolt locking device for complete rigidity. The two loose folding centre leaves are stored under the top of the table as shown in the small picture. Opening and closing is a single-handed job even for the lady of the house.







365 Quaker Windsor Chair 365A Quaker Windsor Armchair
Solid elm and beech. Polished natural colour, wax finished.
 A charming variation of the traditional Windsor theme. The classic simplicity of the tall domed back has a special appeal. Foam filled seat cushions are held in place by straps and press studs. Gay covers clip off to the cleaners.



493 Windsor Dining Arm Chair.
Solid elm and beech. Polished natural colour, wax finished.

When there is plenty of room in your dining room choose this amply proportioned chair. Its deeply curved 'ladder-back-like' slats in conjunction with the softly modelled arms, which are curved on the flat and on the side, make it an unusually comfortable and occasional chair. The height of the back is 29" and the arms measure 24" overall.



369 Goldsmith Windsor Chair 369A Goldsmith Windsor Armchair
Solid elm and beech. Polished natural colour, wax finished.

Here is a development of the traditional tall back Goldsmith chair. As you sit, notice how comfortably it supports your back. Foam-filled seat cushions held with straps and press studs. Covers clip off to the cleaners.

ERCOL WINDSOR CONTEMPORARY CHAIRS NATURAL COLOUR WAX FINISHED

376 Windsor Latticed Chair
Solid elm and beech. Polished natural colour, wax finished.

This delightful chair is another charming Windsor variation. An adaptation of an 18th-century motif with the additional development of crossed sticks, which provide a tub-shaped back flexible from the seat. Not only intriguing to the eye but resilient and very comfortable. Foam-filled cushions have clip off covers for easy dry cleaning.



449 Windsor Bow Top Chair. 449A Windsor Bow Top Armchair,
Solid elm and beech. Polished natural colour, wax finished.

A dining bow armchair with a friendly and beautifully shaped back and arm rest, gives each sitter supreme armchair comfort with or without back cushion. Both this chair and the matching small chair No. 449 have foam cushions kept firmly in place by straps and press studs. Covers clip off to the cleaners.



370 Windsor Chair 370A Windsor Armchair
Polished Old Colonial Antique Colour, wax finished.

These are the famous timeless Windsor chairs. Beautifully simple and subtly shaped by Ercol. The foam-filled seat cushions are firmly fixed with straps and press studs and have clip off covers for easy dry cleaning.





Left

383 Drop-Leaf Dining Table. Open 4' 6" x 2' 5½". Closed 2' 0" x 2' 5½". Height 2' 4¼"
Solid elm and beech. Polished heat resistant natural colour, wax finished.

An attractively designed dining table especially useful where space is limited. Room for six when fully opened, and comfortably seats two when the two flaps are down. As with all Ercol tables, notice how the sides of the top are gently curved to give an idea of suppleness, and how the corners are rounded and the edges of the solid top softly moulded.
For extra seating accommodation, the 265 End Table on page 8 makes a handy addition.

'My divider is just right
between dining and sitting areas'
says the ERCOLion.



450 Love Seat. Length 3' 9". Height overall 2' 7".
Solid elm and beech. Polished natural colour, wax finished.

The Ercol Love Seat where two can sit as comfortably as one! A delightful little piece of furniture with a variety of uses—as a hall seat or in a lounge setting—but particularly useful where a dining table group is set in a living room. So inviting to sit on, with its foam-filled bordered pallet cushion held in place by straps and press studs. Detachable cover that clips off to the cleaners.



458 Three Tier Trolley. Height 2' 4¾". Length 2' 4" Width 1' 6"
Solid elm and beech. Polished heat resistant natural colour, wax finished.

Light to handle and elegant. The three tiers provide an unusually large area for food and drink supplies. Can revolve on its own axis and travels quietly at a touch on semi-concealed castors. Essentially to make life easier but with a sincere grace and charm of its own.



Above
363 Room Divider. Width 3' 0". Depth 1' 4". Height 6' 3¾"
Solid elm and beech. Polished heat resistant natural colour, wax finished.

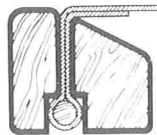
A delightful way to divide one room into two and find space for books, flowers and other pleasant things. The top shelf is fixed, the lower two are adjustable, and so is the half shelf in the cupboard. Polished to the last inch—even on the back, beneath the shelves and inside the cupboard. For the combined lounge-dining room, you'd be amazed how little floor space it takes but how much capacity it gives and how unobtrusively it divides one part of a room from another.

How the ERCOLion

secures

Bergere comfort

'Sit down and
put your feet up,'
suggests the ERCOLion



Here's how the ERCOLion secures extra comfort in his easy chairs and settees. The patented self-anchoring method of securing the reinforced rubber webbing to the frames allows deep shock-absorbing action that is exclusive to Ercol.

Pat. No. 800,828

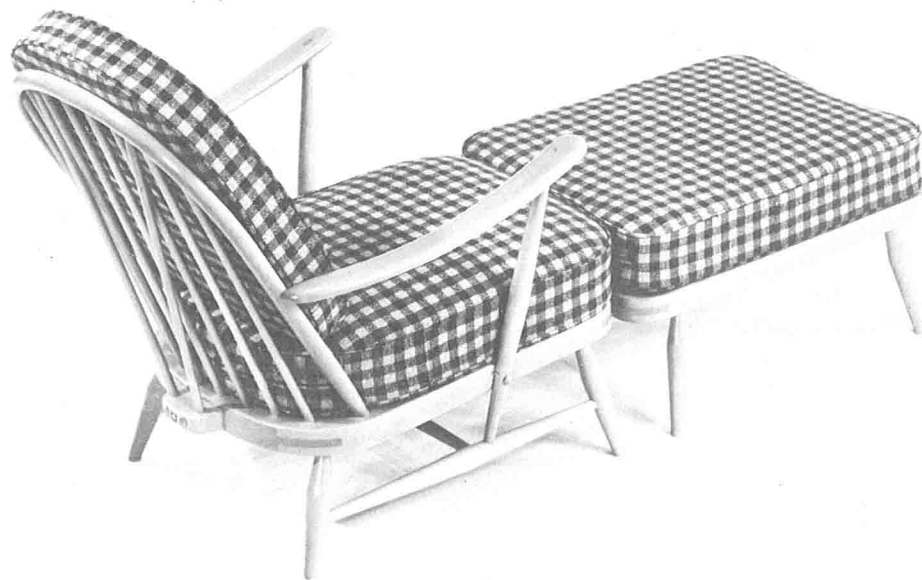
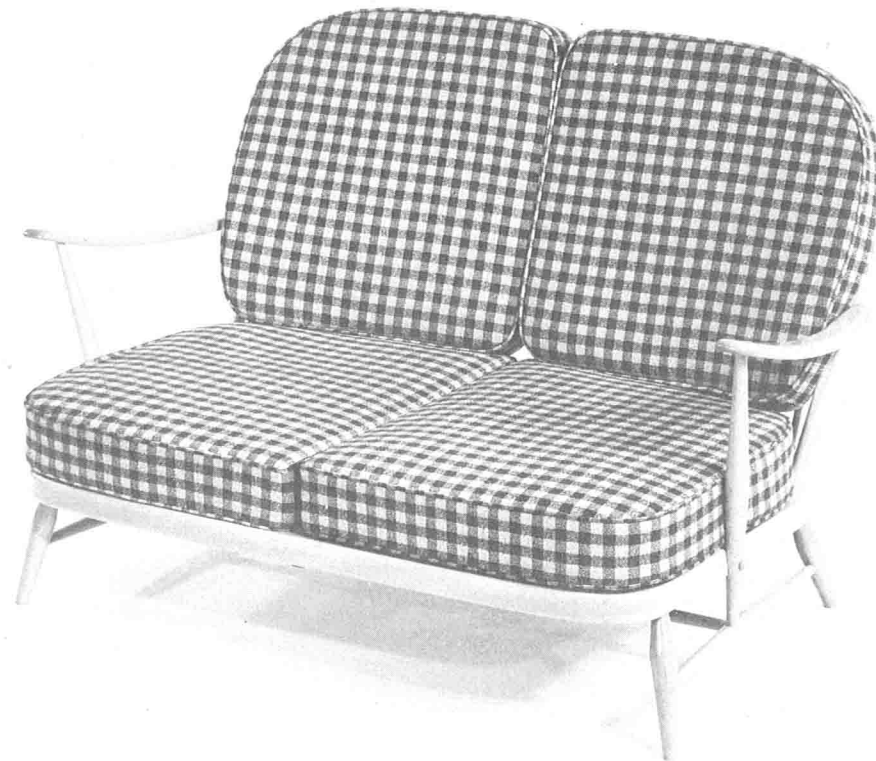
203 Windsor Bergere Easy Chair.
Height overall 2' 9½". Seat height 1' 2"
Width over arms 2' 3¾". Depth overall 22' 11"

203 Windsor Bergere Settee.
Height overall 2' 9½". Seat height 1' 2"
Width over arms 4' 5½". Depth overall 3' 0"

341 Extension Stool.
Height (to top of cushion) 1' 2". Length 2' 3½". Width 1' 8".
All in beech. Polished natural colour, wax finished.

The famous Ercol easy chair below and the settee on the right are designed for really luxurious relaxation. The great depth of seat cushions from front to back combined with the welcoming curve and slope of the back make them superbly comfortable. The deep, reversible foam-filled

cushions float gently on reinforced rubber suspension. (See diagram above.) Add the matching stool and you have a perfect full-length chaise-longue or day bed. The cushion covers are available in a great variety of colours and weaves and all zip-off to the cleaners—of course.

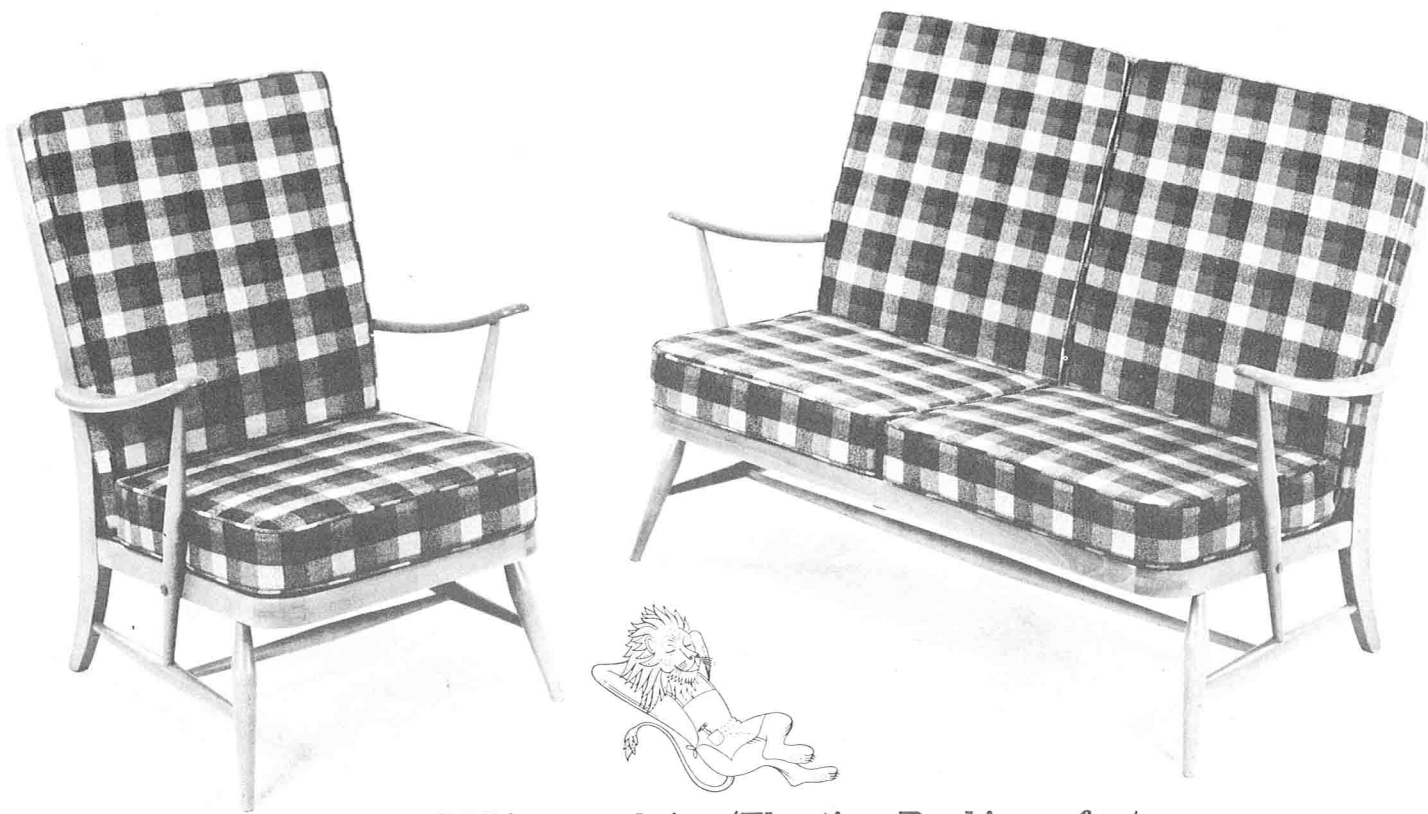


361 Trolley Bookcase.
Width 3' 0". Depth 1' 0½". Height 2' 5½"
Solid elm and beech. Polished natural
colour, wax finished.

Very handy for restless bookworms, who can take this mobile bookcase with them to the fireside and their favourite Ercol chair. Mounted on ball casters, it moves at finger touch even fully loaded.







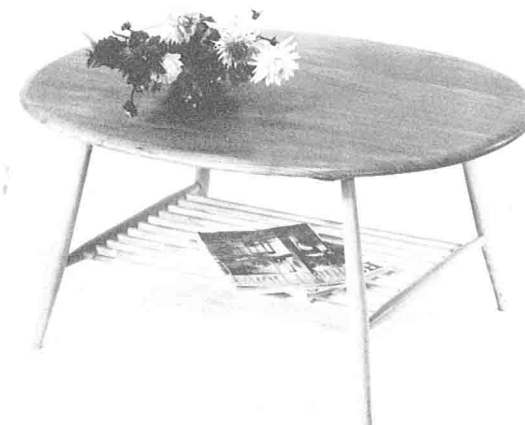
The ERCOLion explains 'Floating-Back' comfort

Above:
403 Easy Chair. 403 Settee.
Height 2' 10". Seat height 1' 4".
Width over arms 2' 3". (Settee 4' 3").
Depth overall 2' 9".
Pat. Nos. 800,828 and 881,621
Both in beech.
Polished natural colour, wax finished.

'When you invite someone to be thoroughly comfortable,' observed the ERCOLion, 'what do you say? Not just "Sit and relax" but almost always "Sit back and relax." Yet this is just where normal chairs are least sympathetic. But now Ercol "floating back" suspension has arrived—to give tired back and shoulder muscles the comfort they have earned. Here's how it is done. Back cushions of beautifully soft foam nestle against resilient rubber suspension—exactly as in Ercol seats. Lean back and you float literally in a hammock of ease that shapes itself to your every move. A neat tailored cover encases both back cushion and webbing. Like the seat cushion cover, it zips off for easy dry cleaning. What more could a hard-working husband and house-proud wife ask for?'

454 Supper Table.
Size of top 3' 3" x 2' 8½". Height 1' 5½"
Solid elm and beech. Polished heat resistant
natural colour, wax finished.

Attractive semi-oval occasional table, designed somewhat high (17½") having in mind a modern requirement—supper by the fire. The rack below is so useful for many purposes.

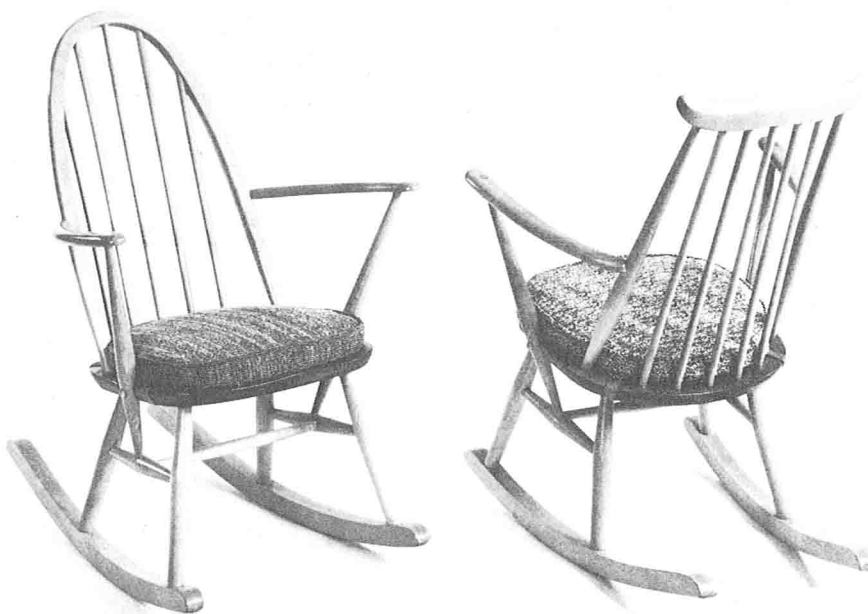


451 Low-seated Fireside Chair.
Overall height 2' 3" Seat height 1' 3½"
Width over arms 1' 9".
Solid elm and beech. Polished natural
colour, wax finished.

A most comfortable low-seated fireside chair, giving full adult size seating, yet taking very little room. Soft foam-filled cushions (with detachable covers that slip off to the cleaners) firmly fixed to the frame by straps and press studs.

452 Rocking Chair.
Height 2' 2½". Seat height 1' 4½".
Width over arms 1' 9".
Solid elm and beech. Polished
natural colour, wax finished.

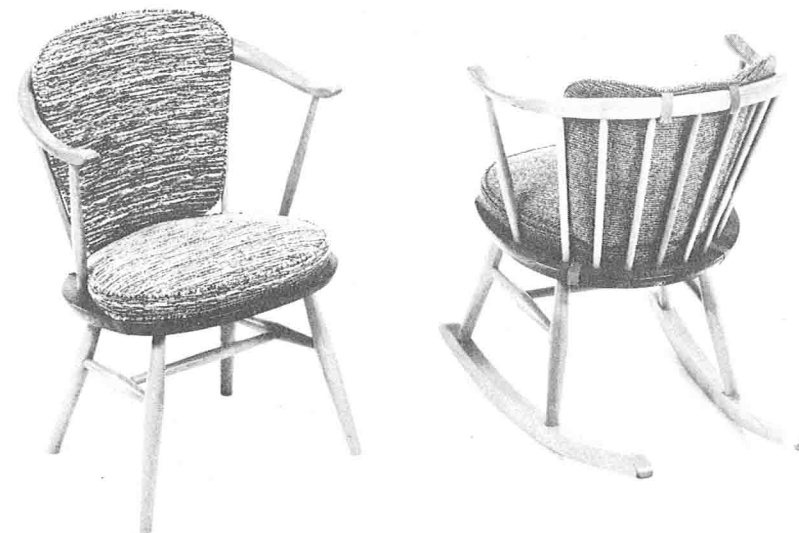
This rocking chair, has an even broader seat than No. 428 and No. 435. The delightfully curved arms are integral with the back. Foam-filled seat cushion held with straps and press studs. Removable cushion covers for easy dry cleaning.



Near Left:
435 Goldsmith's Rocking Chair.
Height 2' 9½". Set height 1' 2".
Width over arms 2' 0".

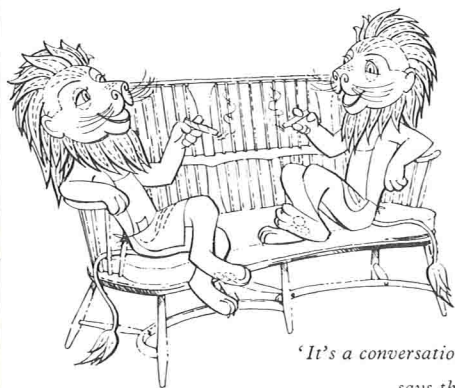
Far Left:
423 Quaker Rocking Chair.
Height 2' 8½".
Seat height 1' 2½".
Width over arms 2' 0".
Both solid elm and beech.
Polished natural colour,
wax finished.

Two rocking chairs for relaxed, comfortable, adult size sitting, yet taking little floor space. One has the characteristic high curved Quaker back, the other a tall traditional Goldsmith back. Rocker skids specially designed to prevent tipping over backwards. Foam filled cushions on the solid elm seats are attached with straps and press studs. Cushion covers clip off to the cleaners.



499 Windsor Settee. In beech and elm.
Polished natural colour, waxed finished.
Overall height 2' 10½". Overall width
5' 3". Overall depth 2' 9" Height to top
of settee cushion 1' 4".

It is a conversation piece! So called because
the sitters at the ends sit snugly facing
each other. And there is still plenty of
room for a third on the kidney-shaped
seat. The back and gently modelled arms
follow the curve of the settee. It is made
of English beech and English elm. The
foam filled seat cushion has a cover which
zips off for dry cleaning.



'It's a conversation piece!'

says the ERCOLion





'Look! No cross rails,'
says the ERCOLion

The ERCOLion's anatomy of comfort

In the light but immensely strong easy chairs on this page, the revolutionary conception of the design leaves the entire sitting area of the seat and back completely free from any frame constructional cross rails. This allows the reinforced rubber suspension, in conjunction with the foam-filled cushions, to conform exactly to the shape of any sitter. You can feel the chairs fitting the whole of your back. See also detail (below) showing the ingenious patented shock absorbing method of anchoring the reinforced rubber webbing. In these chairs, thanks to 'free-floating' construction you are superbly comfortable.



Above:

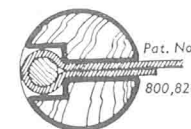
442 Bergere Chair.
Overall height 2' 8". Seat height 1' 3"
Width 2' 3 $\frac{3}{4}$ ". Depth overall 3' 0"
443 Matching Stool.
Overall height 1' 3". Width 1' 8". Depth 2' 2 $\frac{1}{2}$ "

Left:

427 Easy Chair.
Overall height 2' 5 $\frac{1}{4}$ ". Seat 1' 4 $\frac{3}{8}$ "
Seat width 1' 8". Depth overall 2' 5 $\frac{1}{4}$ "
All in beech. Polished natural colour, wax finished.

No. 442 is a large chair with curved elm arms. Very low on the seat and very deep back to front it has a wider angle rake to the back with the proportions of a Bergere chair and, in conjunction with 443 stool, forms a chaise-longue or day bed of extreme total body 'floating comfort'.

You can easily lift the 427 chair with one finger. Yet it is amazingly strong and comfortable. A chair of many uses. Notice how attractive it looks singly or teamed in a line. All covers zip off to the cleaners of course.



No. 427 Registered Design No. 891,887/8
Pat. Nos. 889,300 800,828 881,621
Prov. Pat No. 27113/61
No. 442 Registered Design No. 895,821
Pat. Nos. 800,828 881,621
Prov. Pat No. 27113/61



'Chairs and settees
to ease and please
you mightily'
says the ERCOLion



Left:

334 Easy Chair. (for back view, see back cover)
Height 2' 6". Seat height 1' 4 $\frac{1}{4}$ "
Width over arms 2' 3 $\frac{3}{4}$ ". Depth overall 2' 4 $\frac{1}{4}$ "
334 Settee.
Height 2' 6 $\frac{1}{4}$ ". Seat height 1' 4 $\frac{1}{4}$ "
Width over arms 4' 3 $\frac{1}{2}$ ". Depth overall 2' 4 $\frac{3}{4}$ "
Both solid beech. Polished natural colour,
wax finished.

Low-backed and beautifully shaped, this chair and companion settee welcome you with the abounding luxury of deep foam-filled reversible seat and back cushions (covers zip off to the cleaners) . . . supported on resilient reinforced rubber webbing (see diagram page 12). Of course either the chair or settee team up perfectly with any other Ercol design to make an informal sitting group. By the size specified it will be seen that we have achieved a maximum comfort in these compact, space-saving pieces.

335 Easy Chair.
Height overall 2' 10 $\frac{1}{4}$ ". Seat height 1' 5"
Width over arms 2' 3 $\frac{1}{2}$ ". Depth overall 2' 7 $\frac{1}{4}$ "
Solid beech, Polished natural colour, wax finished.

A tall back alternative version of the 334 shown above, but has a slightly larger seat. The deep, foam-filled reversible seat and back cushions, supported on resilient rubber webbing, make this chair exceptionally comfortable for one taking so little space. Covers zip off to the cleaners.



Below:

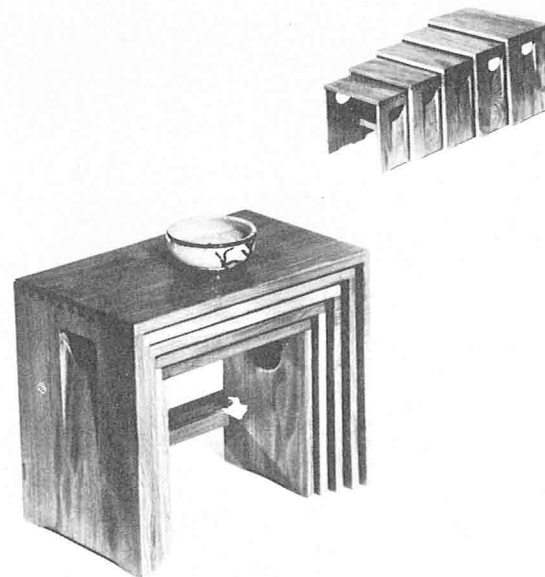
359 Easy Chair.
Height overall 2' 9 $\frac{1}{2}$ ". Seat height 1' 4 $\frac{1}{2}$ "
Width overall 2' 3 $\frac{3}{4}$ ". Depth overall 2' 6"
Solid beech. Polished natural colour, wax finished.

This chair was inspired by original examples from 17th-century North America, known as the Goldsmith chair. Then it was a dining chair, but Ercol have developed it and built a very comfortable full size but space saving and inexpensive easy chair. The deep foam seat cushion is supported on reinforced rubber webbing. The back cushion held by straps and press studs is also foam filled. Covers zip off for cleaning.

Below

495 Nest of five tables.
Top size of largest table 1' 8" x 1'. Height 1' 3 $\frac{1}{2}$ ".
Solid elm and beech. Polished heat resistant, natural colour,
wax finished.

A beautiful example of the cabinet maker's art. Each of the five tables is strong enough to use on its own as a stool. The solid wood from which they are made allows handle ends (which are a feature of this design) to be beautifully sculptured.





477 Double Bend Low Back Easy Chair. *Reg. Design No. 905,006*
 Overall height 2' 9". Seat height 1' 4". Width over arms 2' 4½"
 Solid beech. Polished heat resistant natural colour, wax finished.

This generously proportioned easy chair is especially popular with the ladies. Exceptionally comfortable yet very light to move around. The double bend back with its curved and moulded foam-filled cushions gives the same wing chair comfort as the tall back 478.



The ERCOLion takes wing

'Everyone loves a wing chair,' says the ERCOLion, 'but until now it has been impossible to design one that combines all the comfort of deep foam cushioning with the convenience of zip off covers. But in these two chairs I have solved the problem with the greatest of ease—in both senses of the phrase.'

'In both chairs—tall back for the man of the house, a low back for madam—the back cushions are moulded to fit the double bow shape. Permanently curved to cradle your head as you relax. They are fixed firmly in position with straps and press studs. Seat cushions are foam-rubber filled and are reversible. And of course, all covers zip off for easy dry cleaning.'

'Do sit on one of these chairs—your fancy will surely take wing.'



478 Double Bend Tall Back Easy Chair. *Reg. Design No. 905,007*
 Overall height 3' 4½". Seat height 1' 5". Width over arms 2' 4½"
 Solid beech. Polished heat resistant natural colour, wax finished.

A luxuriously comfortable and elegant tall back easy chair with double bend back. The curved and moulded foam-filled back cushion has been specially designed to maintain its shape and give all the comfort of a wing chair. The foam rubber seat cushion is supported by reinforced rubber webbing fixed to the frame by Ercol's patented shock absorbing method.

354 Nest of Three Tables.
 Size of largest table 2' 1½" x 1' 5¼"
 Height 1' 4"

Solid elm and beech. Polished heat resistant natural colour, wax finished.

Three-legged nest of tables have 'D'-shaped tops—separated each can rest happily against the wall or beside an easy chair. All have heat resistant tops.



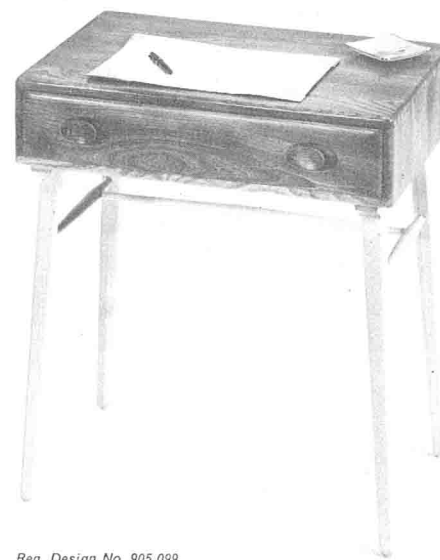
479/439 Writing Table. 479 Hall or Side Table.
 Height 3' 1". Width 2' 3" Height 2' 5". Width 2' 3"
 Depth 1' 6" Depth back to front 1' 6"

Both solid elm and beech. Polished heat resistant natural colour, wax finished.



Left, a charmingly proportioned writing table, consisting of a long drawer unit supported on a very graceful beech underpart. The top of the table has a long shelf and two handy end drawers—the space between is open. The drawer front is softly modelled and rounded with handles fitted in recesses, sculptured from the solid wood. It can stand against a wall or window, or anywhere in the room, because the back has the same finish as the front. A joyful piece of furniture—very light to carry from room to room.

Below, 479 as an occasional or hall table.



308 Circular Drop-Leaf Folding Occasional Table. Diameter 2' 0". Height 1' 4"
 Solid elm and beech. Polished heat resistant natural colour, wax finished.

This coffee table can rest unobtrusively against the wall as a console for a bowl of flowers or alongside an easy chair. When teatime comes it is a round table. An old-world touch gracefully brought up to date.





355 Studio Couch.

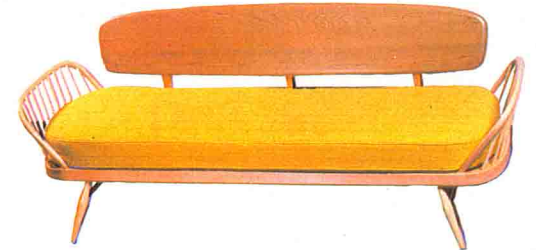
Height overall 2' 6 $\frac{1}{4}$ ". Seat height 1' 4"
 Depth overall 2' 7". Width overall 6' 9"
Solid elm and beech. Polished natural colour, wax finished.

A really lovely and useful settee for your lounge which seats four people—yet surprisingly with the added advantage that with a simple quick change it can be transformed into a really comfortable single bed. Daytime luxury and restful nights are ensured by wonderfully deep reversible foam cushions which float in softness on reinforced rubber suspension fixed to the frame by Ercol's unique patented method. All covers (including the long one on the seat) zip off to the cleaners.

Left:

456 Long Occasional Table.
 Length 3' 5" (closed) 5' 3" (extended)
 Width 1' 6". Height 1' 2"
Solid elm and beech. Polished heat resistant natural colour, wax finished.

The extended flaps of this coffee table are supported by sliding legs. With the flaps down it helps with the space problem in smaller rooms; open, it gives more occasional table surface.



**The ERCOLion looks back
to go forward**



Taking, as his starting point, a classic Windsor arm-chair, made more than 200 years ago, the ERCOLion has evolved a double bow fireside or window chair that is exceptionally lovely, even in his range of outstanding Windsor designs. More elegant and beautifully proportioned than its forerunner and more finely finished, it is certainly much lighter and much more comfortable, with its softly curved flying arms and back raked precisely for indolence—stable and four-square for generations to come.

Two hundred years on affectionate users of this chair will wonder how a chair of this quality and excellence could possibly have been made available in today's conditions at so low a cost.

THIS CHAIR HAS BEEN AWARDED GUILD MARK No. 36

472 Double Bow Fireside Chair

Reg. Design No. 905,009

473 Double Bow Rocking Chair.

Reg. Design No. 905,008

Overall height 3' 4½". Seat height 1' 5"
Width over arms 1' 11¾"

Solid elm and beech. Polished heat resistant natural colour, wax finished.

The fireside chair is supplied with detachable foam rubber filled seat cushion and the cover zips off for easy dry cleaning. The rocking chair version 473 is similar in all respects to 472 but with specially designed rocker skids to prevent tipping over backwards.



213 Occasional Table.

Length 2' 4½". Width 1' 5½". Height 1' 5½"

Solid elm and beech. Polished heat resistant natural colour, wax finished.

Attractive occasional table. Strong but light. Its polished heat resistant top is in solid elm and the neatly tapered legs in beech.

305 Windsor Tub Chair.

Height overall 2' 8". Seat Height 1' 3".

Width over arms 2' 3½". Overall depth 2' 2".

Both solid elm and beech. Polished natural colour, wax finished.

The 305 Tub Chair was the forerunner of the Ercol easy chair range. It is still in great demand because it combines comfort with first-class finish at low price. The deep foam seat cushion rests on a conventional adzed Windsor seat. The thin back cushion is optional. The Rocking Chair version has specially designed rockers to prevent tipping over backwards.

470 Windsor Tub Rocking Chair.

Height overall 2' 9½", Seat height 1' 3½".

Width over arms 2' 3½". Overall depth 2' 6¾".



457 All-Purpose (Tray) Table.

Length 2' 4½". Height 1' 5½". Width 1' 5½".

Solid elm and beech. Polished heat resistant natural colour, wax finished.

A combined tray and table, with sculptured handle grips at each end. It is light to carry, strong to last. There is a fitted rimmed tray under the top.





'Try Rock-a-bye treatment'

prescribes Dr. ERCOLion

'I'm a firm believer in rock—but not roll' purred the ERCOLion. 'Rocking soothes away the stress and strain of the working day, gently exercises your muscles without tiring your feet and back. And even the most energetic devotee of rocking therapy can never tip over backwards in a rocker of mine thanks to the specially shaped skids.'



Left

315 Grandfather Rocking Chair.
Height 3' 1½". Seat height 1' 4½"
Width over arms 2' 5½". Overall
depth 2' 7"

317 Grandfather Easy Chair.
Height 3' 1½". Seat height 1' 3½"
Width over arms 2' 5½". Overall
depth 2' 5¾"

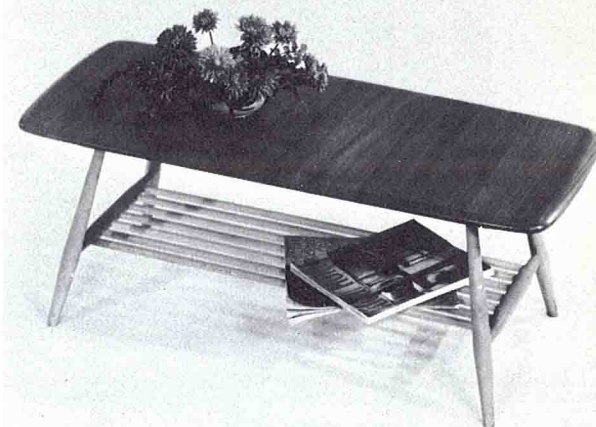
Both solid elm and beech.

Polished natural colour, wax finished.

Two famous chairs. A landmark in the development of Windsor chairs. The back views which one sees on entering a room are almost more fascinating than the front. Far left (No. 315) a Rocker for grandfather. Near left (No. 317) the same chair but without skids, for grandmother—unless the teenagers get there first. Both have the conventional adzed solid wood Windsor chair seat on which rests the deep foam cushions. A back cushion, firmly fixed with press studs and straps, is recommended but optional. All covers, of course, zip off to the cleaners.

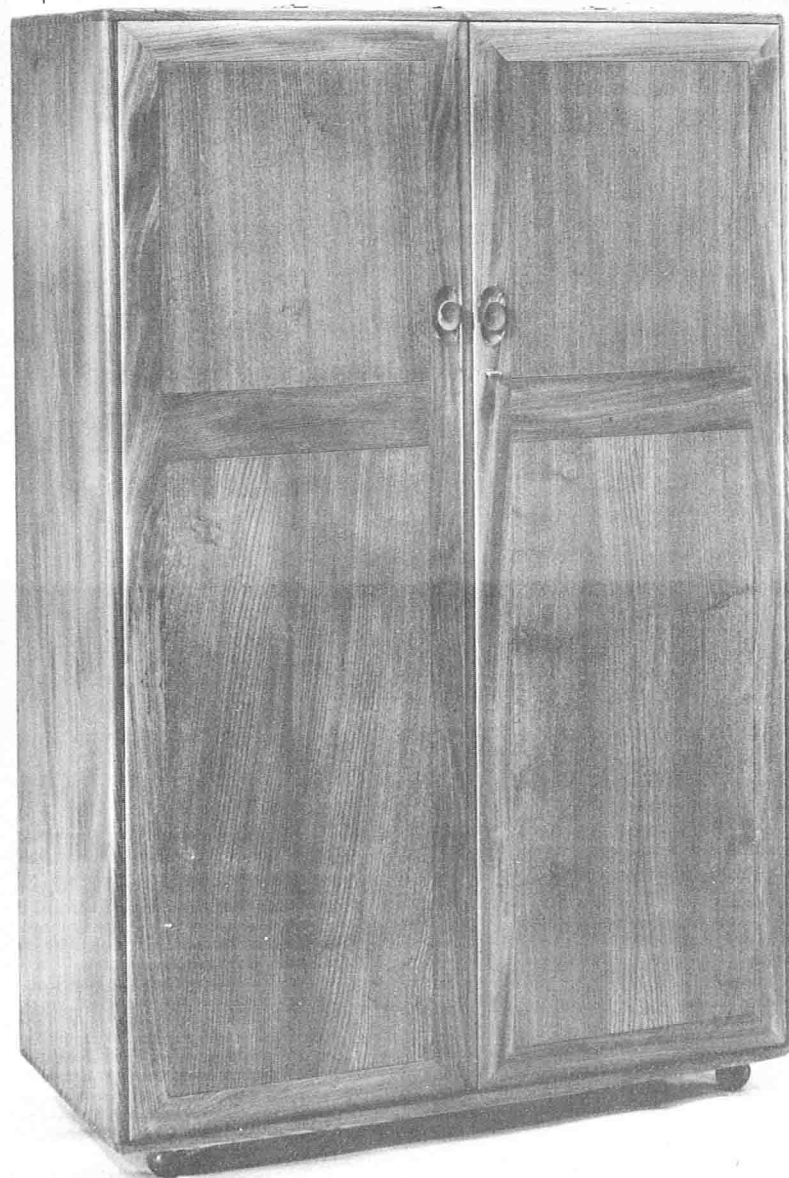
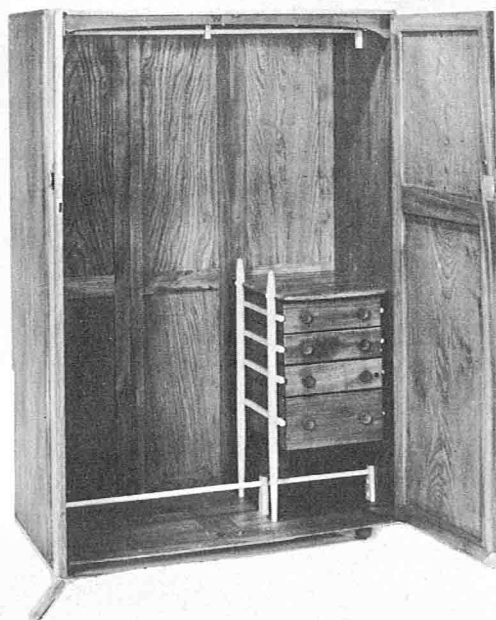
459 Occasional Coffee Table.
Length 3' 5". Width 1' 6". Height 1' 2"
Solid elm and beech. Polished heat resistant
natural colour, wax finished.

This long coffee table takes plenty of cups on its polished heat-resistant top while the rack underneath holds papers and magazines.

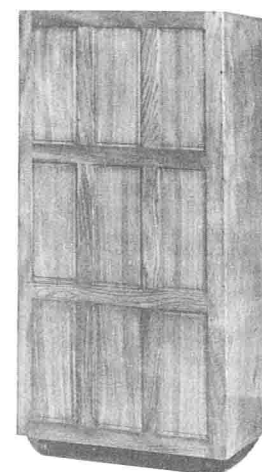


481 Wardrobe.
 Height 6' 0". Width 4' 0". Depth 1' 10"
 Solid elm. Polished natural colour, wax
 finished.

Solve the problem of finding enough hanging space with this beautifully proportioned wardrobe, with its front showing the characteristic Ercol handling of sculptured solid elm. You will bless the fact that however many clothes you pack in, it still moves at finger touch on semi-concealed castors for easy cleaning. The really attractive drawer arrangement and special shoe rail add an optional touch of special luxury. This wardrobe can be separated into two units for easy removal. It is wax finished to the last inch, inside, outside, front and back.



'Waking or sleeping my
 bedroom furniture is a dream,'
 says the ERCOLion



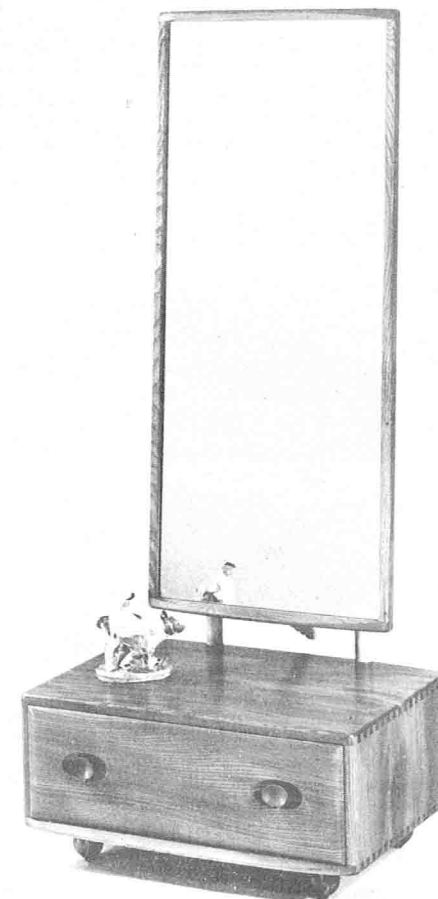
480 Hanging Wardrobe.
 Width overall 3' 0". Depth overall 1' 10"
 Height overall 6' 0"
 Solid elm. Polished natural colour, wax
 finished.

This handsome six-footer with its doors beautifully modelled in solid elm and elegant handles in sculptured recesses, moves easily where wanted at finger touch, on smooth-running ball castors. With the beautiful wax finish—inside, outside and on the fully panelled back—its fine proportions can add interest to your room when used at right angles to a wall. With its generous depth it will keep your clothes in immaculate condition, allowing them to hang perfectly straight without creasing. On page 25, you see how two of these fine wardrobes would combine perfectly in a double bedroom with the Dressing Chest No. 484 described on page 27.



485 Cheval Mirror with Drawer.
 Width 2' 2". Depth 1' 7½". Height 12½". Height to top of
 mirror 4' 11½". Size of mirror over frame 3' 8½" x 1' 7½".
In elm and beech. Polished natural colour, wax finished.

This Cheval dressing table, with its long mirror in a beautifully modelled frame, adds depth and charm to a room and reflects most helpfully on the art of being well dressed. Polished to mellow perfection back and front, it is attractive from all viewpoints. The mirror adjusts to any angle, of course, and its fittings of wood can never rust or squeak. The useful deep drawer featuring the characteristic Ercol sculpturing and handle recesses completes this attractive piece of furniture. Mounted on semi-concealed ball castors, it moves at finger touch to just the position you need.





358 Windsor Bed with bow-shaped head and foot end.
 Width 3' 2 $\frac{1}{4}$ ". Length overall 6' 11"
 Length of mattress 6' 2"
 Solid beech. Polished natural colour, wax finished.

For really restful sleep, choose the deep comfort of this Windsor style bed. The attractive bow-shaped head and foot ends make a delightful frame for your made up bed. The luxurious latex foam mattress rests resiliently on reinforced rubber suspension fixed to the frame by Ercol's unique patented method. To allow the bed to be moved easily at finger touch it rests on four specially designed square section legs with 3" French castors.



Pat. No.
800,828

Here's how the ERCOLion secures extra comfort in his easy chairs and settees. The patented self-anchoring method of securing the reinforced rubber webbing to the frames allows deep shock-absorbing action that is exclusive to Ercol.



484 Dressing Chest.
Width 3' 0". Depth overall 1' 6" Height 2' 2"
Solid elm. Polished heat resistant natural
colour, wax finished.

This beautifully proportioned chest in solid elm is so simple yet one of the most handsome pieces in the Ercol range. The drawer fronts are especially lovely with their gentle curves, modelled surfaces and the handles nestling in sculptured recesses. Add the charming free-standing adjustable mirror (below) and it becomes an attractive dressing-table. Fully polished inside and out, it glides easily on semi-concealed castors wherever needed.



482 Dressing Table.
Width overall 3' 9". Depth overall 1' 7½"
Height 2' 5" Height to top of mirror 4' 0½"
Size of mirror frame 2' 10" x 1' 4½"

414 Dressing Chair.
Both solid elm and beech. Polished heat
resistant natural colour, wax finished.

A slim graceful dressing table, again with modelled drawer fronts and sculptured handle recesses. For your cosmetics, handy sliding glass shelves are built into the vanity drawers at each end. The adjustable wood-framed mirror, equally attractive front and back, has all-wood rustless fittings. In matching elegance, a delightful development of the Ercol Windsor chair, complete with foam-filled cushion securely fastened on by straps . . . its gay cover easily slips off to the cleaners.



'Essential to every
well-dressed bedroom,'
says the ERCOLion

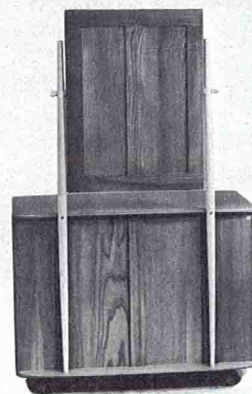
479 Dressing Table.
438 Optional Mirror.
Height 2' 5". Width 2' 3"
Depth back to front 1' 6"
Height of mirror 1' 4"
Diameter of mirror 1' 0"
Solid elm and beech. Polished
heat resistant natural colour, wax
finished.

Very useful in a bedroom where space is limited. The mirror is adjustable for angle and can be stood in any position on the top. The long drawer with softly sculptured front is handy for cosmetics and is beautifully polished inside like the front and the back.

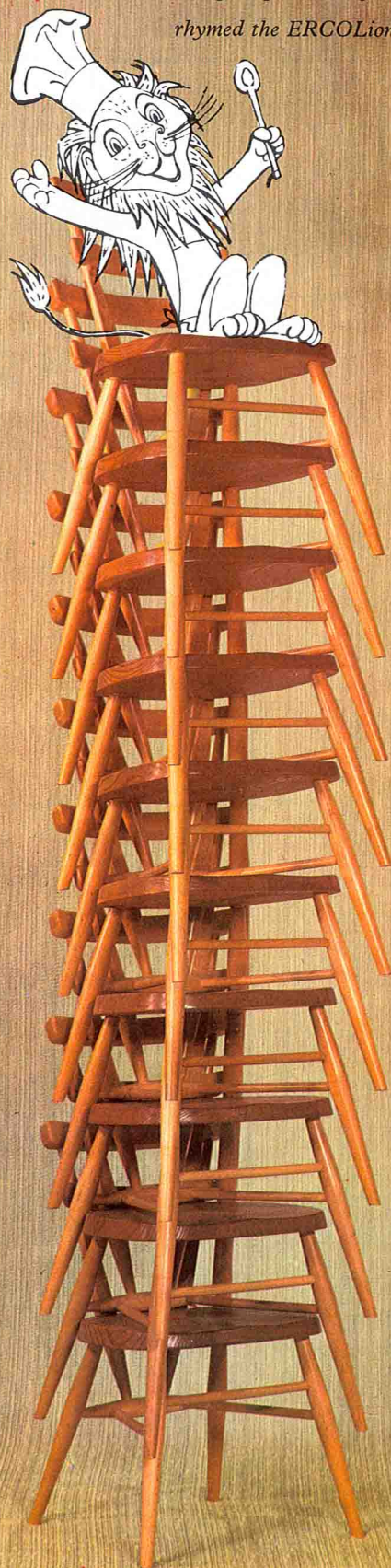


483 Dressing Chest with Mirror.
Width overall 3' 0". Depth overall 1' 8"
Height 2' 2". Height to top of mirror 4' 6½"
Size of mirror frame 2' 1½" x 1' 8"
In elm and beech. Polished heat resistant
natural colour, wax finished.

The ideal dressing chest—beautifully proportioned and very lovely from any angle. Even the adjustable mirror fittings are wood, so that they can never rust. Plenty of good viewing room in the mirror, ample storage space in three large drawers (the top one fitted with sliding plate-glass shelf). Notice the modelled drawer fronts with handles sculptured in the solid elm. Beautifully wax-finished throughout, and mounted on semi-concealed castors for easy room cleaning or drawing up to the bedside if you wish.



'Stack straight as a die
straight up to the sky'
rhymed the ERCOLion



Windsor Stacking Chairs

461 Windsor Stacking Chair
Solid elm and beech. Polished natural or dark colour

(Regd. Design No. 884,892) Pat. App. No. 28662/161

All dimensions and performance tests conform to B.S. 3030.

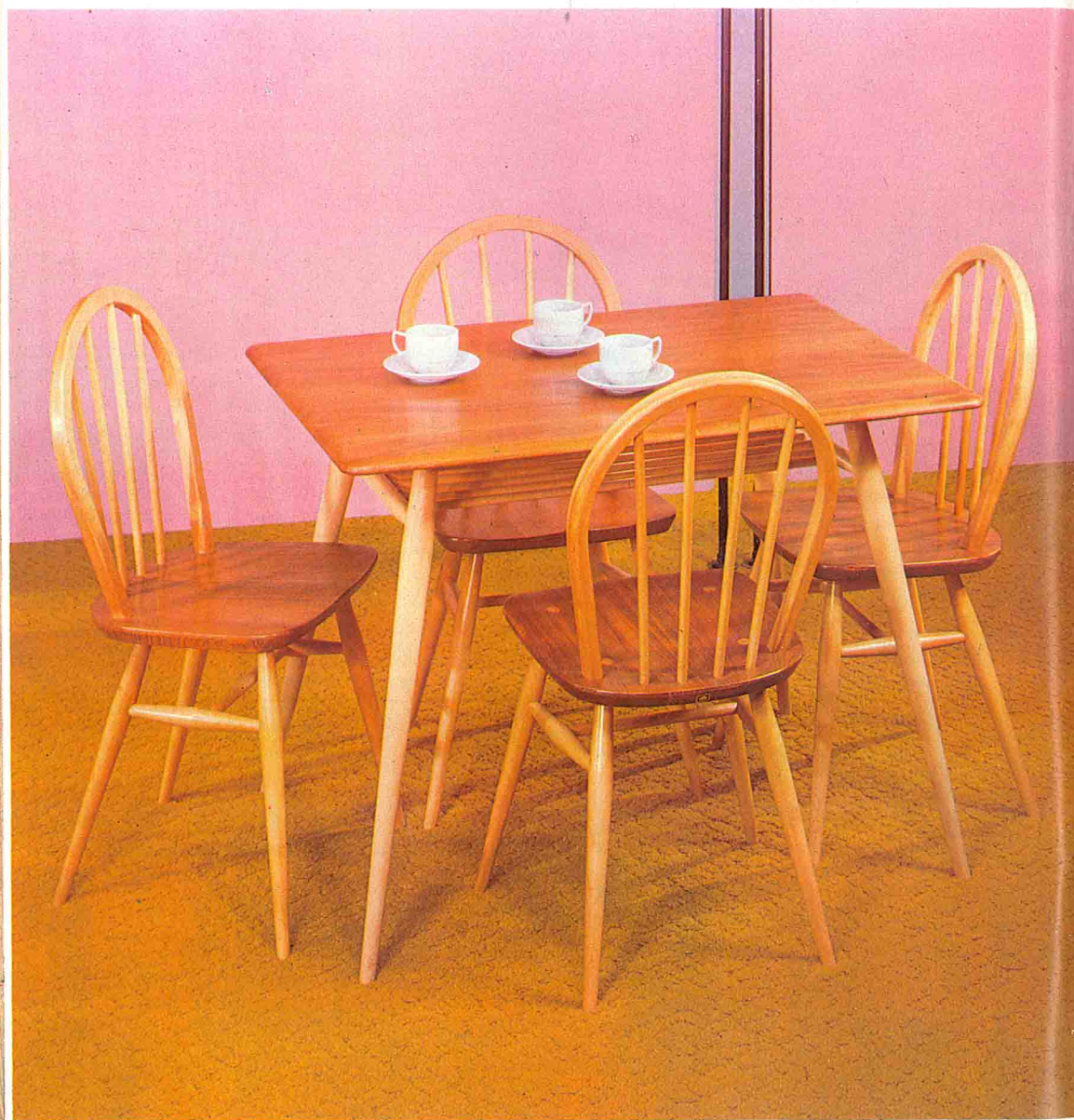
The Ercolion's ingenuity has produced a Windsor chair that stacks straight, not like the Leaning Tower of Pisa! As high as you like! Beautifully made, with seats of solid elm and the rest in beech. Immensely strong, and aesthetically extremely pleasant, yet very lightweight. The careful shaping of the back uprights and rails is designed to give full and comfortable support to the sitter's back. Proof of excellence—this chair successfully passed the rigid performance tests of the BSI and those sponsored by the Ministry of Education in their draft performance for school chairs.

Design No.	Seat height at front	Overall height	Overall width of seat	Overall depth of seat
461	17½"	30½"	15½"	15¼"
462	15½"	28½"	15½"	15¼"
463	14"	25¾"	14¾"	13¾"
464	12½"	23¼"	13"	12"
465	11"	21"	12"	10½"



All purpose tables and chairs for

"For economically priced chairs and tables you cannot beat the designs shown on these pages," declared the ERCOLion. "They are made to the same superior standards of excellence as all my other furniture. The chairs have elm seats, beautifully shaped and adzed from the solid wood, while the backs are precisely shaped and raked for comfort. Table top dimensions are usefully compact for today's small kitchens or to fit in a breakfast corner."



restaurants, breakfast room or kitchen

CHAIRS

Below :

391 All-Purpose Windsor Chair.

Width of seat 1' 3". Depth of seat 1' 1 $\frac{1}{4}$ "

Reg. Design No. 884,923

Both solid elm and beech. Polished natural or dark colour.

Right :

4A/400

Width of seat 1' 3 $\frac{1}{2}$ "

Depth of seat 1' 2"

Two famous low priced Ercol all-purpose chairs. Simple, dignified and refined. Superbly made and finished. Useful anywhere in the house. Also, with their immensely strong construction, ideal for restaurants or canteens. The beech legs are wedged sturdily and permanently through the comfortably shaped solid elm seats.

TABLES

Left below :

393

Size of top 3' 3" x 2' 3"

Height 2' 4 $\frac{3}{4}$ "

Reg. Design No. 885,238

All solid elm and beech. Polished heat resistant natural colour, wax finished.

Below :

395

Size of top 2' 3" x 2' 3"

Height 2' 4 $\frac{3}{4}$ "

Right below :

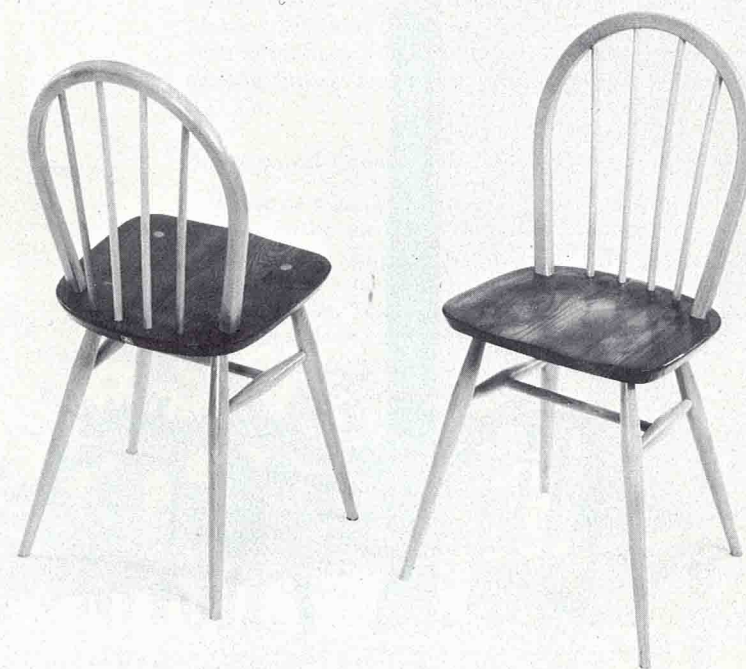
396

Size of top 3' 3" x 2' 11"

Height 2' 4 $\frac{3}{4}$ "

Reg. Design No. 885,969

Three practical and attractive solutions to the problem of serving meals in a small space. All with wax finished heat resistant tops in solid elm, with solid beech legs and useful racks under the top. To suit your space you can choose from alternative interestingly shaped tops—square, rectangular or oval. All can take four people at a sitting. These efficient and strongly built tables—so easy to keep smart and clean—are ideal for the home, restaurant or club.



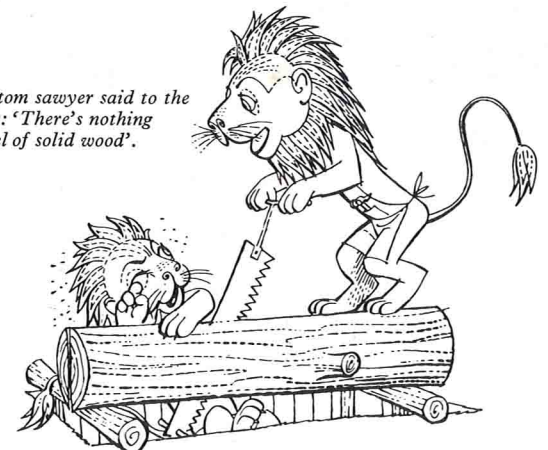


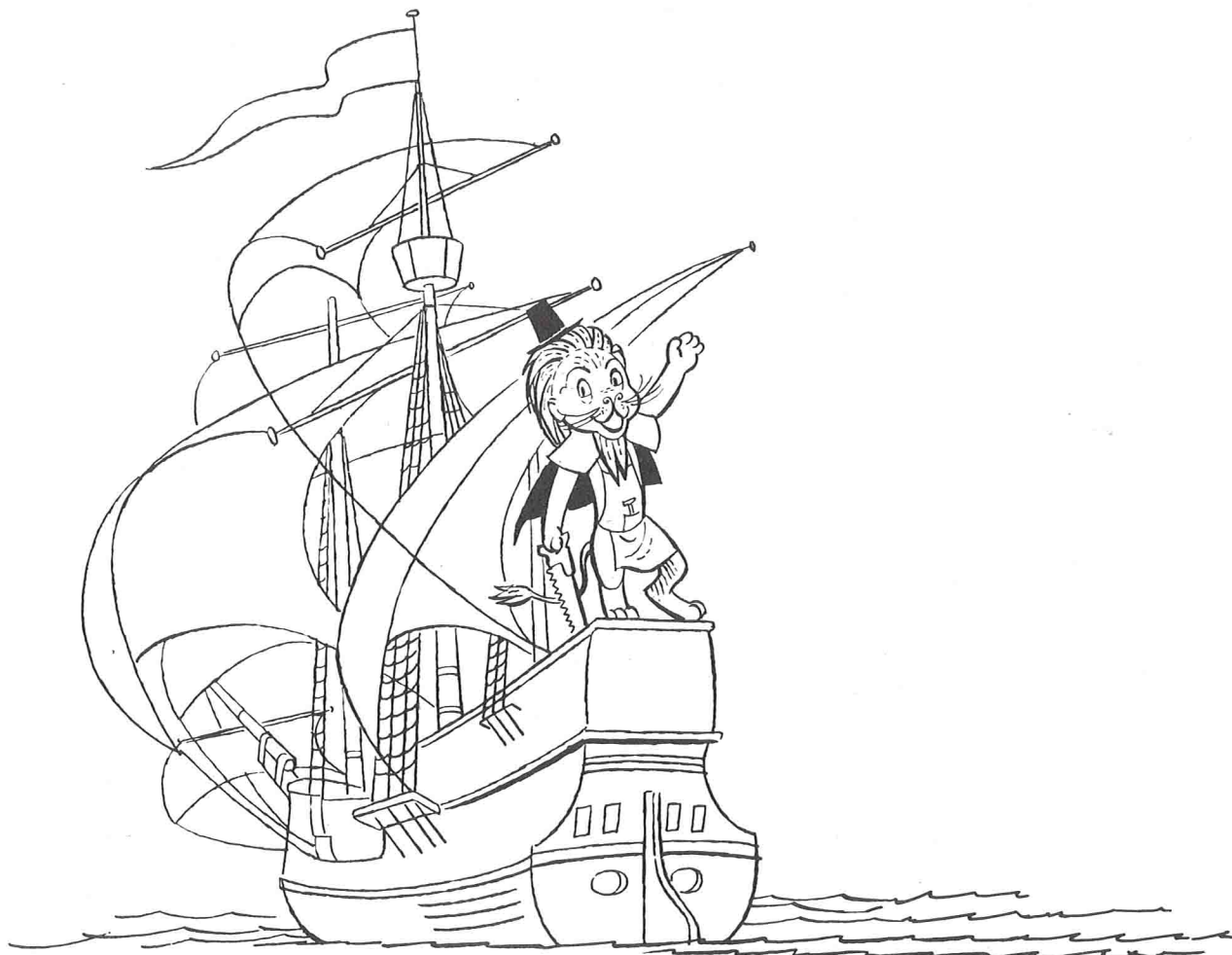
OLD COLONIAL SOLID WOOD FURNITURE

Ercol Old Colonial cushion covers are made from a specially selected range of Sanderson's period designs printed on linen. We recommend them as the finest in the world. Although a linen thread, weight for weight, is known to be as strong as steel, we now can announce that in addition there is specially spun into the linen threads a proportion of nylon. All cushions are trimmed ruche to enhance their soft

outline shape. All covers zip or clip off for dry cleaning — NOT the wash tub. These fabrics are tested and guaranteed to conform to the very rigid requirements of the British Standards Institution both in regard to light fastness and also stress strain. (B.S. 1960 Part V).

As the bottom sawyer said to the top sawyer: 'There's nothing like the feel of solid wood'.





The Romance of Old Colonial Furniture

by the ERCOLion

"My story starts in Cromwellian times," began the ERCOLion. "Those were the days when the first adventurous groups of English settlers set sail across the little known Atlantic to America. Little did they dream that they were setting the stage for the birth of a new furniture style which would endure for ever.

How it came about

As one might expect, these Colonists in the New World sought to recapture an atmosphere that would recall the land they had left. They transplanted the very place names—New England, Boston, Plymouth, Newcastle. Those amongst them skilled with tools, perhaps a ship's carpenter, started to make furniture for their new homes that was sturdy, simple, but aesthetically very satisfying. And so, across three thousand miles of water, three

centuries ago a New English furniture style was created. To see the originals today you would have to make a pilgrimage to America where a few are still treasured in house and museum. It was there, at the Metropolitan Museum, New York, I first saw these solid and satisfying designs. Looking at them and admiring the rugged honesty of their craftsmanship, I thought how fitting it would be to recreate in England a range of furniture with the same simplicity and aptness for purpose, derived and developed from such distinguished ancestors.

Traditional skills grow new roots

Those few museum pieces proved a fertile starting point. The ERCOL Old Colonial style, as I named it, quickly broadened into a complete family of furniture for today's dining rooms and living rooms with over a hundred different designs.

Old Colonial possesses, perhaps in even greater measure than its forerunners, the same virtues of strength, mellow beauty and individuality. Like them it is made from solid

wood. This fact imposes the highest standard of craftsmanship and sincerity of construction down to the smallest detail. The traditional skills of the master Cabinet Maker have been used and developed to an even higher peak of craftsmanship through the application of original manufacturing techniques invented and improved by ERCOL.

Solid wood construction brings many advantages

These new methods result in joinery of a fine precision that would be the envy of the most painstaking of those original New England craftsmen. The gentle curved outlines and softly sculptured edges are inviting to eye and hand alike. The satin-smooth surfaces, richly polished, inside as well as outside, back as well as front, reveal the true warm and friendly touch of solid wood.

New comfort in an old setting

The easy chairs and settees in the Old Colonial range harmonise perfectly with the cabinet designs. Thanks to my patented method of fixing the resilient rubber-webbing suspension to the frames, and the soft foam filled cushions, the age old styles, give you a luxurious modern comfort that is without equal. The linen cushion covers are derived from a wide selection of old tapestries and needlework reborn as an inseparable part of the furniture itself. Concealed zips on all easy chairs and settee cushions and clip fastenings on dining chair cushions allow easy detachment for dry cleaning.

A living style that will endure

The ERCOL Old Colonial style, with its mellow antique colour, creates an exceptionally warm, hospitable atmosphere in your home. Every single item groups happily together. Whatever your choice you can be sure of a charming effect. New pieces added to your collection at any time marry in perfectly.

Old Colonial has all the unassuming honesty of its predecessors. Its robust character and homely simplicity realised in solid wood will enrich your home for a lifetime and still be an heirloom for your descendants."





*'Round or square, extending,
fixed or folding, my dining
tables make the happiest settings
for meals'
Says the ERCOLion*

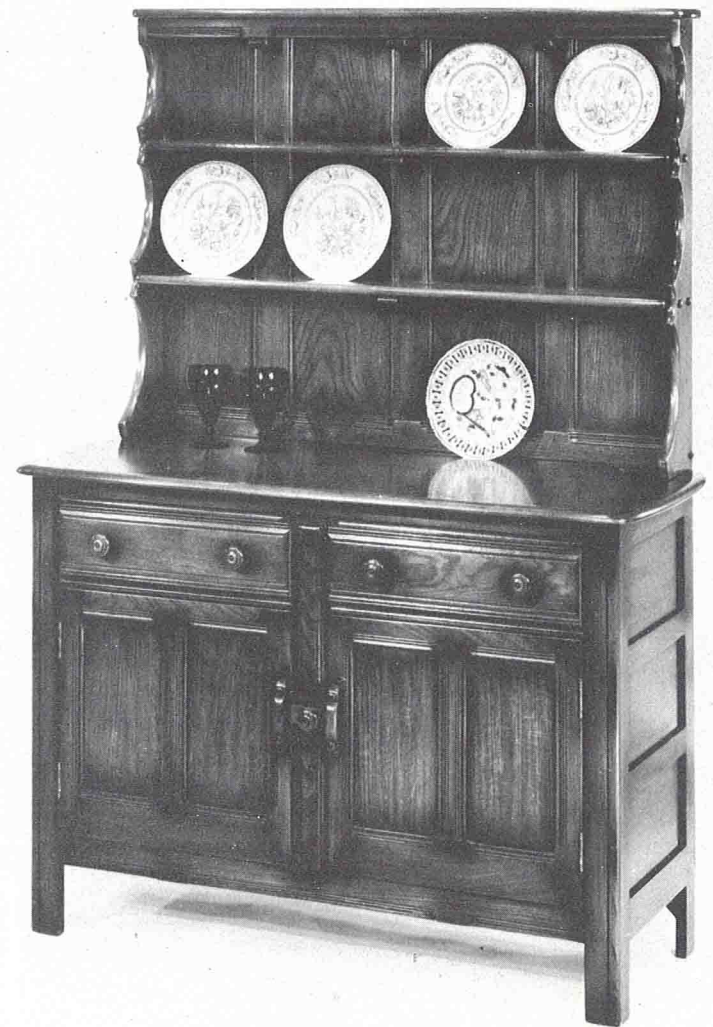
281 Small Chair.
281A Armchair.
*Solid Wood polished Old Colonial Antique
colour, wax finished.*

Partners in distinctive good looks and sturdiness, these matching chairs are based on a Cromwellian farmhouse type of ladderback design—improved with upholstered seats—a touch of comfort that even the purest of Puritans would have appreciated. Picture these simple and sincere chairs in one of the richly coloured Ercol printed linens—you will find it hard to resist them!



Above:
486 Sideboard.
Length 4' 0½". Depth 1' 7". Height 2' 9"
268 Plate Rack.
Overall Width 3' 2". Overall height 1' 7½"
Both Solid Wood polished Old Colonial
Antique colour, wax finished.

An example of charming simplicity,
spacious with its roomy cupboard and
drawers, but very practical for the smaller
room. The optional hanging plate rack
makes an attractive addition to any setting.

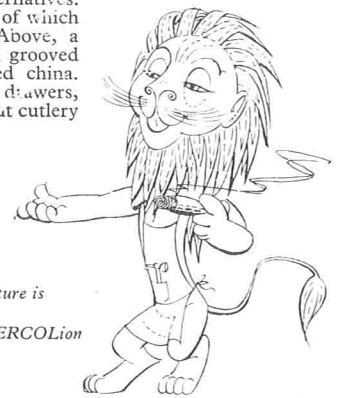


Left:
486/487 Buffet Sideboard.
Length 4' 0½". Depth 1' 7½". Height 4' 0¾"
Above:
486/488 Panelled Canopy Top Dresser.
Length 4' 0½". Depth 1' 7¼". Height 5' 5¼"
Both Solid Wood polished Old Colonial
Antique colour, wax finished.

If you are looking for charm born of age-long
simplicity, here are two delightful alternatives.
On the left, a buffet sideboard, the top of which
can be used as a cocktail cabinet. Above, a
delightful panelled canopy dresser with grooved
shelves to display your most treasured china.
Both sideboards have two deep roomy drawers,
one of which is fitted with a sliding lift-out
cutlery tray, and two ample cupboards.

"Whichever way
you look at it my
Old Colonial Furniture is
all solid wood"

Says the ERCOLion





458 Three-tier Trolley.
Height 2' 5". Length 2' 4". Width 1' 6"
Solid Wood polished Old Colonial
Antique colour, wax finished.

Meals on wheels at a finger's touch—with this versatile trolley! Its three wide shelves are capacious enough to carry your needs for everything from elevenses to a three-course dinner. Graceful and light, this trolley is nevertheless unusually strong and sturdy. It is made, of course, of solid wood and has ball castors so that it glides quietly and smoothly with the minimum of effort and can revolve on its own axis.

292 Small Chair.
292A Armchair.
Solid Wood polished Old Colonial Antique
colour, wax finished.

What could be more enduring than the satisfaction you will get from these important, weighty dining and armchairs. They have been inspired by the well-known Yorkshire chair and echo the friendliness, hospitality and comfort that is Yorkshire tradition. You will find that they are the best of good company in your dining room and sitting room. Notice the fine arched carving on the top rails, the comfortable upholstered seats, and superb workmanship.



Right:
 489/490 Buffet Sideboard.
 Length 4' 9½". Depth 1' 8½". Height 4' 3⅜"
 Solid Wood polished Old Colonial Antique colour, wax finished.

This all solid wood Buffet sideboard is big yet perfectly proportioned. Twin buffet cupboards make an excellent cocktail cabinet. The sideboard itself has two roomy cupboards and four deep drawers, the top one of which has a sliding lift-out cutlery tray.



Above:
 489/491 Dresser.
 Length 4' 9½". Depth 1' 8⅝". Overall height (to top of dresser) 5' 11"

Right:
 489 Sideboard.
 Length 4' 9½". Depth 1' 8". Height 2' 11¼"

Both Solid Wood polished Old Colonial Antique colour, wax finished.

On the right, a simple but generous sideboard. On the left, the dresser allows plenty of spacious grooved shelves to show off your prettiest plates and glasses. Particularly useful pieces with their roomy cupboards and four deep drawers, the top one of which has a sliding lift-out cutlery tray. Both are an echo of Old Virginian life and are wax finished inside and out.



'There's nothing
 like the feel
 of solid wood'
 Says the ERCOLion





375 Bow top Windsor Chair with carved slats.
Solid Wood polished Old Colonial Antique
colour, wax finished.

This Windsor chair has a very unusual and attractively sturdy back-slat arrangement. The graceful fleur-de-lis motif is finely shaped and carved. Oyster-shaped solid elm seat supporting foam-filled cushions attached with straps and press studs. Clip off covers.

496 Ladder Back Windsor Dining Chair.
496A Ladder Back Windsor Dining Armchair.
Solid elm, polished Old Colonial Antique colour,
wax finished.

An English example of the well known ladder-back inspired by a chair of the Cromwellian period. For the first time the 'ladder-back' is fitted into a Windsor chair allowing more rake to the back and consequently greater comfort. Precision craftsmanship and softly moulded shapes bring a new joy to this traditional design.



434 Draw-leaf Refectory Table.
Length open 7' 0"
Length closed 4' 6"
Width 2' 9". Height 2' 5 1/2"
Solid Wood polished Old Colonial Antique colour,
wax finished.

A draw-leaf table of heavy construction which gives you the advantage of seating eight comfortably when fully opened, and up to ten for 'state' occasions, but takes somewhat less space than the fixed top version No. 419 when closed.





370 Windsor Chair.

370A Windsor Armchair.
Solid Wood polished Old Colonial Antique colour,
wax finished.

These are the famous timeless Windsor chairs. Beautifully simple and subtly shaped by Ercol. The foam-filled seat cushions are firmly fixed with straps and press studs and have clip off covers for easy dry cleaning.

387 Drop-leaf Dining Table.

Size open 4' 6" x 2' 5½" Size closed 2' 0" x 2' 5½". Height 2' 4¼"
Solid Wood polished Old Colonial Antique colour, wax finished.

Take a leaf out of the ERCOLion's book—and save space with this drop-leaf dining table. The simple, period inspired rectangular but gracefully shaped table will fold away neatly in a corner, yet seats six people when opened. (More if you extend it with the No. 265 Extension Table.)

371 Windsor Chair with carved slat.

371A Windsor Armchair with carved slat.
Solid Wood polished Old Colonial Antique colour,
wax finished.

This Ercol Windsor design has the added interest of a traditional carved back-slat featuring a fleur-de-lis motif. Foam-filled pallet cushions are fixed with straps and press studs and have clip off covers for dry cleaning.



'What a choice of
tables and chairs,'
says the ERCOLion

153 Draw-leaf Table.

Length 5' 9" extended, 3' 9" closed. Width 2' 4". Height 2' 5¼"
Solid Wood polished Old Colonial Antique colour, wax finished.

This draw-leaf table will take up to eight when fully opened but takes less floor space than the fixed top table when closed. Shows off your silver and glass to gleaming perfection.



493 Windsor Dining Arm Chair.

Solid wood, polished Old Colonial Antique colour, wax finished.

This friendly design with its deeply curved 'ladder-back-like' slats and beautifully modelled arms is extremely comfortable for dining. Especially effective where there is plenty of space in the dining room. It also makes a delightful low back occasional chair with its gently curved and modelled arms.





365 Quaker Windsor Chair.
365A Quaker Windsor Armchair.
Solid Wood polished Old Colonial Antique colour, wax finished.

A tall, bow-backed, ecclesiastical version of the native Windsor chair. It supports and fits your back as if tailor-made. The carved oyster-shaped seats have detachable pallet cushions fixed with straps and press studs. Cushion covers clip off for dry cleaning.

369 Goldsmith Windsor Chair.
369A Goldsmith Windsor Armchair.
Solid Wood polished Old Colonial Antique colour, wax finished.

Here is a development of the traditional tall back Goldsmith chair. As you sit, notice how comfortably it supports your back. Foam-filled seat cushions held with straps and press studs. Covers clip off to the cleaners.



155 Refectory Table. Length 5' 0". Width 2' 6". Height 2' 4 1/2"
Solid Wood polished Old Colonial Antique colour, wax finished.

A refectory design which seats six people. Notice the smoothly sculptured solid wood top and the heavy, yet gracefully shaped, underpart.

'My Solid Wood table talk is noted for its polish,'
says the ERCOLion





500 Drop Leaf Dining Table.

Open 4' 1" x 3' 8½". Closed 3' 8" x 2'. Height 2' 4".

Solid wood polished Old Colonial Antique colour, wax finished.

This square shape drop-leaf table will seat six people with plenty of elbow room thanks to the pleasantly curved sides. The edges are softly sculptured in solid wood. Pleasantly warm and rounded to the touch.

377 Drop-leaf Dining Table.

Size open 4' 1" x 3' 8½". Size closed 2' 0" x 3' 8½". Height 2' 4½".

Solid Wood polished Old Colonial Antique colour, wax finished.

This round shaped table will seat six without crowding. Made of solid wood with strong metal sliding arms to support the leaves.



265 End Table.

Width 2' 3"

Depth 1' 6"

Height 2' 4½"

Solid Wood polished Old Colonial Antique colour, wax finished.

Can be used with Nos. 155 or 387 to increase seating accommodation.



417 Tall Spindle-back Chair. 417A Tall Spindle-back Armchair.
Solid Wood polished Old Colonial Antique colour, wax finished.

An unusual tall back version of the traditional Yorkshire design. The motif of the design—two slender pillars supporting two arches—is truly Ecclesiastical in origin. Notice the neat strap-on foam-filled cushion covering the polished wood seat slats. And—a typical Ercol touch—the seat covers clip off in a twinkling for easy dry-cleaning.

419 Fixed Top Refectory Table.

Length 6' 0". Width 2' 7½". Height 2' 4½"

Solid Wood polished Old Colonial Antique colour, wax finished.

A magnificent refectory table which accommodates eight comfortably. Notice the extra strong trestle underpart, finely moulded from 2-inch thick timbers with the long stretcher-rail wedged to give absolute rigidity.





308 Folding Occasional Table.
 Size open 2' 0" dia., size closed 2' 0" x 1' x 1 $\frac{3}{4}$ ".
 Height 1' 4".
*Solid Wood polished Old Colonial Antique colour,
 wax finished.*

Round off your fireside comfort with this versatile table. It is ideal for after-dinner coffee, yet transforms itself into a useful chair-side table when you lower the special drop leaf (see page 14). Constructed from solid wood, it is as sturdy as it is graceful.



498 Nest of Three Tables.
 Top size of largest table 1' 10 $\frac{1}{2}$ " x 1' 1 $\frac{3}{4}$ ".
 Height 1' 4 $\frac{1}{2}$ ".
*Solid wood, polished Old Colonial Antique colour,
 wax finished.*

Inspired from a ship's table of the Cromwellian period. A traditional example of the craftman's art brought to a new standard of finish and excellence of cabinet making.



445 Bergere Easy Chair. Height 2' 9". Seat height 1' 2½". Width over arms 2' 3½". Overall depth 3' 0"
445 Bergere Settee. Height 2' 9". Seat height 1' 2½". Overall depth 3' 0".

In two sizes: 2-seater 4' 4" wide over arms, 3-seater 5' 8"

446 Stool. Seat height 1' 2½". Length 2' 2". Width 1' 8"

All Solid Wood polished Old Colonial Antique colour, wax finished.

A group for luxurious living. The sturdy and characteristically carved frame in the Yorkshire tradition provides unusual front to back depth of seat. Curl up with a book, lean back to enjoy television or put your feet up on the matching stool that makes the chair a superb chaise-longue or day bed—all ways it is extremely comfortable. The reversible foam-filled seat cushions are cradled on resilient reinforced rubber webbing, well anchored to the solid wood frame. Each piece can, of course, be bought separately, the stool on its own making a most attractive occasional piece.



Right:

403 Easy Chair.

Height 2' 10". Seat height 1' 4¼"

Width over arms 2' 3"

Depth overall 2' 9½"

403 Settee.

Height 2' 10". Seat height 1' 4¼"

Width over arms 4' 3"

Depth overall 2' 9½"

Solid Wood polished Old Colonial Antique colour, wax finished.

Settle for the settee—or choose the chair—buy both together, or better still mix with others from the Ercol collection. Sit back and relax to appreciate the unequalled ease and comfort of 'floating back' reinforced rubber suspension which, like all brilliant ideas, is very simple. No irksome corners. No rigid back slats. What luxury! And the cushion covers are zip-fastened for easy dry-cleaning.



'Ah! floating back comfort'

Purrs the ERCOLion



'My occasional tables
are just right for
all occasions'

Says the ERCOLion



457 All-Purpose Occasional
Tray Table. Length 2' 4½"
Height 1' 5½". Width 1' 5½"
Solid Wood polished Old Colonial
Antique colour, wax finished.

'Take tea!' suggests the ERCOLion. 'Take supper, take party snacks anywhere—transported on my handy tray table. Extra light and easy to carry, with hand holds carved in the solid wood. Special safety-rims on the fitted shelf.'



213 Occasional Table.
Length 2' 3". Width 1' 4½"
Height 1' 5½"
Solid Wood polished Old Colonial
Antique colour, wax finished.

A beautifully proportioned occasional table that fits happily alongside Ercol easy chairs.

459 Occasional Coffee Table.
Length 3' 5½". Width 1' 6".
Height 1' 2¼"
Solid Wood polished Old Colonial
Antique colour, wax finished.

To carry your books, trays or magazines, what could be more useful or versatile than this long coffee table?



252 Bergere Easy Chair. Height 2' 9½". Seat height 1' 2". Width over arms 2' 3¾". Depth overall 2' 11"
 252 Bergere Settee. Height 2' 9½". Seat height 1' 2". Width over arms 4' 5½". Depth overall 3' 0"
 341 Extension Stool. Height 1' 2". Width 1' 8". Length 2' 3½"
 All Solid Wood polished Old Colonial Antique colour, wax finished.

Long, low, very deep back to front, this is the famous Ercol Bergere design. Happily at home as a suite, or matched separately with other Ercol pieces. It brings you the extreme comfort of unusual depth of seats and generous foam-filled cushions supported on reinforced rubber suspension. So practical too, light to move, easy to clean and keep clean. Both the seat

cushions and the specially shaped back cushions are reversible and have neat covers that zip-off to the dry-cleaners. When you add the long extension stool to the armchair you have all the proportions and comfort of a chaise-longue or day bed, thanks to the special rake of the chair back. The stool alone is also very comfortable to sit on.



Right :

316 Grandfather Rocking Chair. Height 3' 1½". Seat height 1' 4½".
 Width over arms 2' 5½". Depth overall 2' 7"

Left :

318 Grandfather Easy Chair. Height 3' 1½". Seat height 1' 3½".
 Width over arms 2' 5½". Depth overall 2' 5½"

Both Solid Wood polished Old Colonial Antique colour, wax finished.

On the right the Ercol Grandfather Rocking Chair—imposing, comfortable, inviting. Possibly the lowest priced large size chair of such high quality. There is no more restful and relaxing way of whiling away the time than rocking. When you rock, you soothe away the stress and strain of the working day, gently exercising your muscles without tiring your feet and back. And even the most energetic rocker can never tip over backwards in a chair of Ercol design thanks to the specially designed skids.

On the left the same chair without rockers. Both have foam-filled seat and back cushions with covers that zip off to the cleaners.



454 Supper Table. Size of top 3' 3" x 2' 8½". Height 1' 5".
 Solid Wood polished Old Colonial Antique colour, wax finished.

This semi-oval occasional table is just right for TV supper, fireside meals or drinks.





*'In my book there's
nothing to touch ERCOL
for softly rounded edges,'
says the ERCOLion*



361 Trolley Bookcase.
Width 3' 0". Depth 1' 0½". Height 2' 5½".

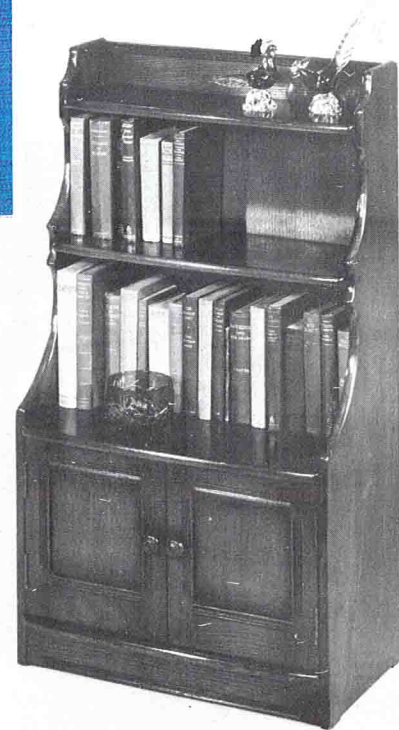
*Solid Wood polished Old Colonial Antique
Colour, wax finished.*

Appointment with book-lovers! A classically proportioned trolley bookcase that glides on smooth running ball castors at the laziest finger's touch.

476 Bookcase.
Height 3' 7½". Width 2' 0". Depth 1' 1¼"
*Polished Old Colonial Antique colour, wax
finished.*

Reg. Design No. 905,098

This capacious bookcase is specially designed to take little space in a room. With its double door cupboard as a base it makes a charming and useful addition to any Old Colonial room setting.



475 Writing Table. Height 2' 6". Width 2' 6". Depth 1' 8"
*Solid Wood polished Old Colonial Antique colour,
 wax finished.*

Reg. Design No. 905,097

Light enough to carry from room to room as occasion demands. The back is finished exactly the same as the front so that it need not stand against a wall. It can also be used as a hall table or anywhere extra table space is required.



334 Easy Chair. Height 2' 6". Seat height 1' 4 $\frac{1}{4}$ ". Width over arms 2' 3 $\frac{1}{4}$ ". Depth overall 2' 4 $\frac{1}{4}$ "
 334 Settee. Height 2' 6 $\frac{1}{2}$ ". Seat height 1' 4 $\frac{1}{4}$ ". Width over arms 4' 3 $\frac{1}{4}$ ". Depth overall 2' 4 $\frac{3}{4}$ "
Both Solid Wood polished Old Colonial Antique colour, wax finished.

Lean back and take your ease on this Ercol chair or settee. Both are ingenious adaptations of Ercol comfort in the smallest space. However you twist or turn you sit in luxury on soft foam-filled cushions nestling on reinforced rubber suspension. And that is not the only

point that makes this graceful and low-backed easy chair and settee an excellent buy. Both seat and back cushions are reversible and have zip-off covers, so easy to detach for quick dry-cleaning.



451 Fireside Chair. Height 2' 3". Seat height 1' 3 $\frac{1}{2}$ ". Overall width 1' 9"
 452 Rocking Chair. Height 2' 2 $\frac{1}{2}$ ". Seat height 1' 4 $\frac{1}{2}$ ". Overall width 1' 9"
Solid Wood polished Old Colonial Antique colour, wax finished.

Two versions of a low backed design, with beautifully sculptured arm. Slightly larger in the seat than the rockers on the right (428 and 435). Delightful in either version with rockers or without. Detachable cushions, foam-filled, with cushion cases that clip-off to the cleaners.



428 Quaker Rocking Chair. Height 2' 8 $\frac{1}{2}$ ". Seat height 1' 2 $\frac{1}{2}$ ". Overall width 2' 0"
 435 Goldsmith Rocking Chair. Height 2' 9 $\frac{1}{2}$ ". Seat height 1' 2 $\frac{1}{2}$ ". Overall width 2' 0"
Solid Wood polished Old Colonial Antique colour, wax finished.

Two smaller Ercol rockers, so light and handy to pull up by your fireside, take but little room yet provide full adult-sized seating comfort. One with the characteristic tall back Quaker shaped bow and the other based on the Goldsmith chair theme. Cushion covers clip off for easy dry-cleaning.



355 Studio Couch. Height 2' 6½". Seat height 1' 4". Width 6' 9". Depth 2' 5½"
Solid Wood polished Old Colonial Antique colour, wax finished.

To appreciate its advantages in design and comfort the Ercol studio couch should be seen and tested. By day it is a most luxurious four-seater settee. By night a full size and most comfortable bed. The backboard, which is easily removeable, is of solid elm mounted on graceful beech supporting columns; the reversible foam-filled seat cushion is cradled on reinforced rubber suspension (see diagram, page 37). The cushion covers are neatly zip-fastened, and slip off in a moment for easy dry-cleaning.

'For the unexpected guest there's always perfect sleeping comfort on my studio couch'
says the ERCOLion



'For the unexpected guest there's always perfect sleeping comfort on my studio couch'

says the ERCOLion



Below :

474 Corner Cabinet.
Height 6' 0". Width 2' 4". Depth 1' 5¼"
Polished Old Colonial Antique colour, wax finished.

Reg. Design No. 905,096

This triangular corner cabinet is a welcome echo of traditional design. It is such a delightful piece on which to show treasured china and glass. Fitting unobtrusively into a room corner it takes up little space yet provides ample storage room in its cupboard which is fitted with a shelf.



Double bend bow by the ERCOLion



'Now you can enjoy wonderful wing chair comfort with zip-off cover convenience'

says the ERCOLion



Reg. Design No. 905,006

Left:

477 Double Bend Easy Chair
Height 2' 9". Seat height 1' 4"
Width over arms 2' 4". Depth overall 2' 7"

Right:

478 Tall Back Easy Chair
Height 3' 4½". Seat height 1' 6"
Width over arms 2' 4¾". Depth overall 2' 8"
Both Solid Wood polished Old Colonial
Antique colour, wax finished.

On the right an unusual window chair that is the Ercolion's special pride. The double bend shaping of the tall back allows the chair to cradle a deep foam-filled back cushion, giving all the ease of a wing chair and especially inviting for those who prefer to sit rather upright without sacrificing comfort. Left is the generously proportioned low back version. Its lightness makes it especially popular with the ladies. Both chairs have deep foam-filled seat cushions supported on reinforced rubber suspension, and all cushions, firmly held by straps and press studs, have zip covers for easy dry-cleaning. For back views of these two chairs see opposite page.



Reg. Design No. 905,007

Left:

359 Easy Chair.
Height 2' 9½". Seat height 1' 4½"
Width over arms 2' 3¾"
Depth overall 2' 6"
Solid Wood polished Old Colonial
Antique colour, wax finished.

A new version of the 17th-century Goldsmith chair. Elegantly proportioned and charming from any viewpoint. It is impeccably finished and remarkable value in the lower price range.

Right:

335 Easy Chair.
Height 2' 10¼". Seat height 1' 5"
Width over arms 2' 3½"
Depth overall 2' 7¼"
Solid Wood polished Old Colonial
Antique colour, wax finished.

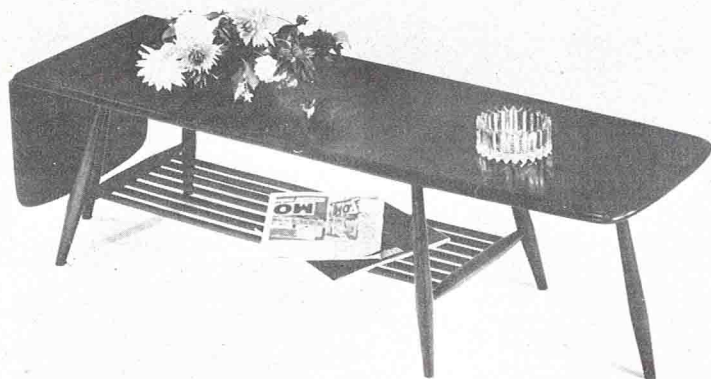
A tall back version of the 334 chair (on page 45) but with a slightly larger seat. Either of these compact armchairs with full size seating and comfort is ideal for smaller rooms. Both chairs have deep foam-filled seat cushions supported on the unique Ercol resilient rubber suspension and foam-filled back cushions all with covers that zip-off to the cleaners.



354 Nest of Three Tables.
Size of largest table
2' 1½" x 1' 5¼". Height 1' 4"
Solid Wood polished Old Colonial
Antique colour, wax finished.

This handy little nest of tables with special D-shaped tops is so useful to separate and stand against the wall or alongside chairs.





456 Long Occasional Table.
Length 3' 5" (closed), 5' 3" (extended)
Width 1' 6". Height 1' 2"
Solid Wood polished Old Colonial
Antique Colour, wax finished.

Long enough to take a buffet supper in front of a spacious Ercol settee, this unusual table folds its wings to become a useful occasional table.

The ERCOLion talks about the care of ERCOL FURNITURE



"My furniture needs very little attention," said the ERCOLion, "but a little of the right sort will keep it at its best. You will find that it will respond to your loving care in a way that will make each piece your own particular friend and a lasting part of the family scene.

All surfaces of Ercol furniture have been specially prepared with five different polishing materials, evolved and prepared exclusively to enhance the beauty of my furniture and to let the warmth and the feel of the solid wood glow through. The final treatment is waxing by hand in a way which allows the wax gradually to permeate into the wood itself.

You can continue this process of 'feeding' the wood by an occasional polishing with a good proprietary

brand of wax polish. Apply your wax lightly with a soft shoe brush and brush along the direction of the grain. Then wipe off all the excess and polish gently with a soft cloth. Gradually you will find a patina develop that will give you a depth of shine and natural warmth of colour that no spray gun can reproduce. Ercol sideboards, tables, occasional tables and so on have also a heat and water resistant finish to protect them against the sudden accident. Even spilt boiling water or a casserole straight from the oven won't harm these pieces. But don't leave very hot things on them. After all, this is polished wood and should be treated and cared for as such. Water should be wiped off at once, and with a little wax you will have no need to worry.

(continued from page 48)

Kick marks are easily wiped off the legs with a waxed cloth. The obstinate one may need a little rub with a fine gauge wire wool but be careful not to rub too hard or you may remove the foundation lacquers. Then apply, a little wax and the leg is as good as new.

My removable cushion cases mean that your lounge can always remain bright and cheerful. That dingy look or stains can be banished at once by a quick trip to the cleaners. But my bright colours and attractive weaves have been beautifully tailored to fit the cushions so please — DO NOT risk shrinking them in the wash tub — always send them to be DRY CLEANED.

You will find it easier to remove these cases without damaging the zip fasteners or interiors if you undo the zip and insert your hands inside and fold the interior. To replace them first fold the interior and insert it into the centre of the case. Release it and smooth it into position. Always use the flat of the hands so that you do not dig your fingers into the foam.

A spare set of cases is not a luxury you know, it is good common sense. Not only will it prolong the life of both sets but it means a change of colour scheme for winter and summer."



472 Double Bow Fireside Chair.

473 Double Bow Rocking Chair.

Overall height 3' 5". Seat height 1' 5".

Width over arms 1' 11".

Solid Wood, polished Old Colonial Antique Colour, wax finished.

This classic Windsor chair featuring an elegantly modelled 'flying arm' is designed as a fireside or window chair as it is so wonderfully comfortable, yet so handy to move about. Detachable foam rubber seat cushion; fixed with adjustable press studs, and cushion covers zip off for easy dry cleaning. The rocking chair version 473 is similar in all respects to 472 but with specially designed rocker skids to prevent tipping over backwards.

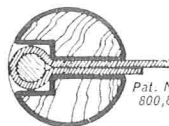
No. 427 Easy Chair

Height 2' 5 $\frac{1}{4}$ ".

Seat height 1' 4 $\frac{3}{4}$ ". Seat width 1' 8" Depth overall 2' 5 $\frac{1}{4}$ "

Solid Wood polished Old Colonial Antique Colour, wax finished.

How easy to be comfortable—when you relax on foam-filled cushions supported entirely on resilient reinforced rubber webbing. Not a cross-rail to be felt on seat or back! (If you're factually minded, see the full description on page 16.) Looks good from my angle, singly or in a line. Exceptionally light and easy to move. All cushion cases zip-off conveniently for drying-cleaning.



Pat. No.
800,829

Here's how the ERCOLion secures extra comfort in his easy chairs and settees. The patented self-anchoring method of securing the reinforced rubber webbing to the frames allows deep shock-absorbing action that is exclusive to Ercol.

Pat. Nos. 889, 300, 881, 621
Registered Design No. 891 887 8
Pat. App. No. 27113 61

307 Tub Chair. Width over arms 2' 3 $\frac{1}{2}$ ".

471 Tub Rocking Chair.

Depth overall 2' 2" (Rocker 2' 6 $\frac{3}{4}$ "). Height 2' 8 $\frac{1}{2}$ ". Seat height 1' 3 $\frac{1}{2}$ ".

Solid Wood polished Old Colonial Antique Colour, wax finished.

Small in size but tubbily large in comfort, this Ercol tub chair has the characteristic Windsor back, with a fleur-de-lis motif. Generous D-shaped foam-filled cushion fixed with straps and press studs. Seat and optional back cushion covers zip off to the cleaners. Also available as a rocker with specially designed skids to prevent tipping over backwards.





ERCOL



ERCOL FURNITURE LTD
HIGH WYCOMBE · BUCKS · ENGLAND